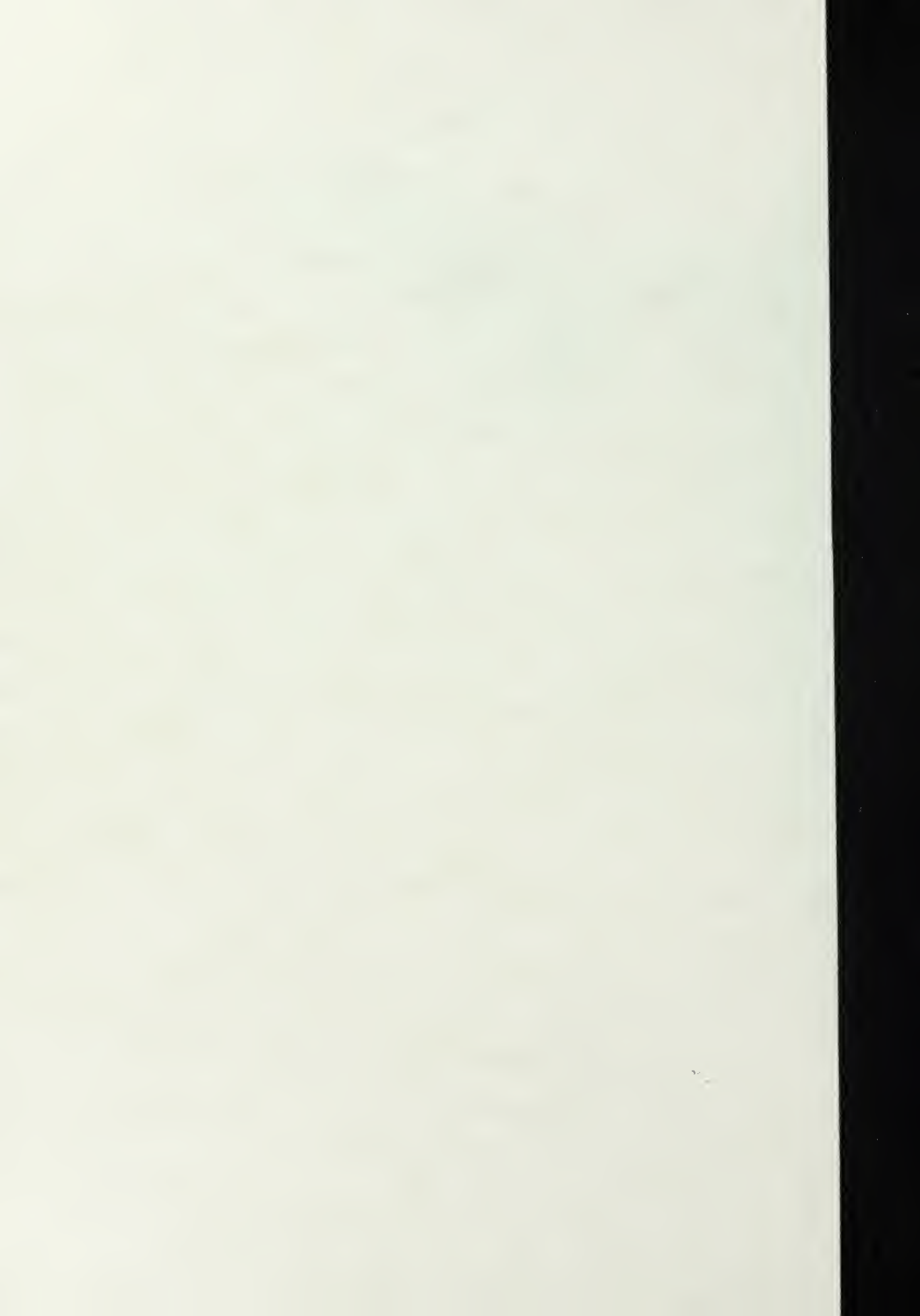


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HEALTH EDUCATION ISSUES

BOOKSTACKS
DOCS-175

A Publication of the Illinois Department of Public Health
Division of Education and Information
Janet Laverdiere, Editor -- (217) 785-2060

Vol. 1, No.1



FROM THE EDITOR'S DESK:

This is the first edition of the quarterly newsletter, Health Education Issues. We believe it will be quite a successful way of sharing valuable information among health care professionals. We hope this newsletter is helpful to you and your staff. Any news items concerning health education would be greatly appreciated.

Have a Happy and Healthy 1983!
Janet Laverdiere

ISOPHE

ISOPHE is a state chapter of the national organization, Society of Public Health Educators (SOPHE). The Illinois Chapter is probably the largest and most active of all the state chapters. It has an annual Fall Conference of one and one-half days held at various cities throughout the state, usually in October or November, and it has programs in conjunction with the Illinois Public Health Association (IPHA) Annual Convention in mid-April.

The major purpose of ISOPHE is to help people interested in health education communicate new ideas and procedures to one another, encourage health education and the development of health education in Illinois, and enhance the professional and educational development of individuals involved in health education.

The membership of ISOPHE is made up of public health educators working for state and local health departments and voluntary agencies; secondary school health educators; college faculty teaching in school health education, community health education, health administration, and nursing education; nurses, fitness instructors, and health educators working in industry; nurses and health educators working in health education, inservice instruction and ombudspersons in hospitals and other institutional settings; students; and a wide range of individuals interested in health and health education.

Fees are \$10 per calendar year for regular membership and \$3 for student membership. To apply for membership or to get further information write to: Ms. Kim Kaczmarek, American Cancer Society, No. 3 Henson Place, Champaign, Illinois 61820.

NEW PUBLICATIONS

The DuPage County Health Department has developed two different pamphlets on pets. "Pets and Your Health" is targeted for the general public and "Diseases from Domestic Animals" is targeted for health professionals. Samples are available from the Health Education Unit, 111 North County Farm Road, Wheaton, Illinois 60187.



RESOURCE GUIDE

The DuPage County Health Department compiled its education resources into a listing called "School Health Education Resource Guide." The guide lists curriculums, pamphlets and audio-visuals according to health topic and grade level (K-3, 4-6, and 7-9). In addition, the guide lists subjects for further study within each topic area. Samples are available from the Health Education Unit, 111 North County Farm Road, Wheaton, Illinois 60187.

HEALTH EDUCATION DIRECTORY

The DuPage County Health Education Consortium compiled a Health Education Directory on agencies serving the county. The educational services of more than forty agencies are included. Copies are available from the DuPage County Health Department for \$1.00 to cover mailing cost. The Consortium received an award from the Suburban Cook-DuPage HSA for the directory.

SEP 16 1983

UNIVERSITY OF ILLINOIS
AT URBANA-CHAMPAIGN

ASK A DIETITIAN



Dear Dietitian:

"The need for additional information concerning the Cambridge Diet has been brought to my attention. Many of our clients have been discussing the Cambridge Diet but I question its safety. Could you please tell me more about it?"

J.R.

Dear J.R.:

Liquid diets have been around for several years. In the late 70's as many as 50 people died from the use of liquid protein diets. Since then alterations in the formula have been made and again it has become a popular way to lose weight quickly.

And why not? The Cambridge Diet provides only 330 calories a day in the form of three 9 ounce servings of powder diluted in water. It contains 44 grams of carbohydrate, 33 grams of high-grade complete protein, and 3 grams of fat, plus the U.S. RDA for all essential vitamins and minerals. However, the protein intake is less than 75% of the RDA for women and less than 60% for men.

After a maximum of four weeks on the program, two weeks of "maintenance meals" are allowed which increase calories to 800 a day before turning to the original 330 calories per day. The process is repeated until your goal weight is reached. The daily energy intake necessary to maintain your body weight is accomplished by the supplementation of 50, 100, 200 or 400 calories "food blocks" which are predetermined mini-meals, in addition to the 330 calories.

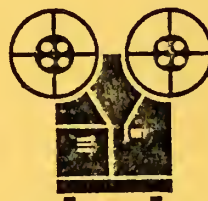
The effects of long-term usage of the Cambridge Diet are unknown. The Cambridge Plan contains inadequate protein and is extremely low in carbohydrate and calories, therefore it would be especially dangerous for individuals with cardio-vascular disease, stroke, kidney disease, diabetes, gout, hypoglycemia, or chronic infections..

Eating a variety of nutritious food in moderation and exercising on a regular basis is a healthier way to control weight. And what happens when you stop using this Plan? You are likely to go back to your old eating habits again.

The Cambridge Plan doesn't address the need for behavior modification of eating habits which is necessary in order to control weight over a long period of time. People who are overweight are so because they aren't eating properly. The only way to overcome that excess weight is to change those eating and exercise habits that caused the weight problem to begin with.

If you have questions or problems concerning nutrition information please submit them to: "Ask a Dietitian," Illinois Department of Public Health, Division of Health Promotion and Screening, Nutrition Services Section, 535 West Jefferson Street, Springfield, Illinois 62761, or call 217-782-2166.

HEALTH EDUCATION ADVANCEMENT NETWORK



The EduComm videotape library and service are now available from Health Systems Analysts, Inc. Subscribers to EduComm have access to the videotape library, a catalog of materials available, videotaping of seminars and conferences, loan of production equipment and reduced costs for purchase of video equipment.

For more information about the EduComm program, contact Karen O'Hara, Audio-Visual Manager, at 217-544-3414.

HEALTH STYLE — A SELF TEST



Health style risk appraisals are available from the Division of Education and Information, Illinois Department of Public Health, 535 West Jefferson Street, Springfield, Illinois 62761.

Also available are color brochures in English and Spanish, posters, and photo-ready copies of Health Styles.

MARK YOUR CALENDAR

During March, dietitians/nutritionists across the country are celebrating National Nutrition Time. A greater awareness for the need to reduce sugar, salt and fat intake has been chosen for this year's theme. Good eating based on moderation and variety can help keep you healthy and even improve your health. The message for 1983 is "Say Yes to Less, Less Sugar...Less Salt...Less Fat...A health Plus."



ILLINOIS EMPLOYEE FITNESS DAY ATTRACTS THOUSANDS!



Over 50,000 Illinois private and public sector employees participated (Wednesday, October 6) in the nation's first statewide event to promote fitness at the work place. Employees earned free blue ribbons by jogging, swimming, bicycling, roller skating and other fitness activities.

The event, sponsored by the Illinois Governor's Council on Health and Fitness, the Illinois Special Events Commission and the Illinois Department of Commerce and Community Affairs drew community support throughout Illinois with over 25 mayors proclaiming October 6 as their town's local employee fitness day.

According to Jim Liston, executive director of the Council, "We are delighted at the enthusiasm and support this event received at the local level. Hopefully local fitness councils can soon be established in various Illinois communities to help provide these types of programs on a continuous basis."

Liston added that plans are underway for another Fitness Day next October and encourages any Illinois organization interested in participating to contact the Council office at 217-785-8216.

HOSPITAL BASED EDUCATION PROGRAM

The Illinois Department of Public Health's Immunization Program is currently in the process of developing a hospital based education program for mothers of newborns. The education program will be implemented in hospitals with 200 or more births. There will be a designated person in each hospital to implement the hospital program (patient educator or nurse). The designated person will meet with the mother to explain the importance of early and complete immunizations. A packet of materials (provided by the state health department) will be given to each new mother. For further information concerning this program contact Janet Laverdiere at 217-785-2060.

ST. MARY HOSPITAL CENTER FOR HEALTH PROMOTION

St. Mary Hospital in Quincy, Illinois is expanding its role in the community to include healthy people as well as the infirm. In November of 1981 the St. Mary Hospital Center for Health Promotion was established and has since made four programs available to hospital employees, the community, and business and industry. These programs include Physical Fitness/Positive Living, Stress Management, Nutrition/Weight Loss, and Cardiac Crisis Management.



The Center for Health Promotion retains a physician to act as medical advisor for the exercise and weight loss programs, so that each participant is medically screened for safety purposes before a class begins.



Participants in all programs are given a Health Risk Appraisal which compares each individual's risk factors with other people of the same age, race and sex. This determines which behaviors are unhealthy and how they can be changed to reduce the risk of lifestyle related disease such as atherosclerosis.

These hospital-based health promotion programs encourage participants to be active, to learn about their bodies and their mental processes, to maintain a healthy weight and to have a sense of responsibility for their health. St. Mary Hospital Center for Health Promotion has made a commitment to a non-traditional role for the hospital, and is creating an atmosphere of health consciousness in Quincy, Illinois.

FACULTY POSITION

The University of Illinois at Urbana-Champaign, is seeking applications for a tenure track, 9 month position at the Assistant Professor level for Fall 1983. Candidates must hold a degree relative to the field of Health Administration. Earned doctorate preferred. Degree in public health and additional experience or degree in health education desirable. Responsibilities include teaching and developing courses, supervision of student field experiences and research. Contact: Dr. David Macrina, Chairperson, Search Committee, Department of Health and Safety Education, University of Illinois at Urbana-Champaign, 117 Huff, 1206 South Fourth Street, Champaign, Illinois 61820. Telephone 217-333-2307. For full consideration, letters of application and curriculum vitae must be received by February 15, 1983. The University of Illinois is an Affirmative Action/Equal Opportunity Employer.



HAPPY
NEW
YEAR

ILLINOIS DEPARTMENT OF PUBLIC HEALTH
Division of Education and Information
535 West Jefferson Street
Springfield, Illinois 62761

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HEALTH EDUCATION ISSUES

A Publication of the Illinois Department of Public Health
Division of Education and Information
Janet Laverdiere, Editor - (217) 785-2060

Vol. 1, No. 2



"PUBLIC HEALTH - A POSITIVE APPROACH TO THE FUTURE"

The theme for the 43rd Illinois Public Health Association Annual Conference is "Public Health - A Positive Approach to the Future". The technical program for the meeting at Peoria's Continental Regency Hotel will be highlighted by the following presentations:

1. The current uses and future prospects of computers in public health.
2. Recent innovations by the private sector to control health care costs.
3. How to approach burnout.
4. Unique ways to approach various problems from risk appraisal of industrial workers to primary care for the medically indigent presented by six local health departments.
5. Director Kempiners' thoughts on the future and the audience discussion of the direction that public health should go in Illinois.
6. An update of their key issues by directors of four other state agencies.

These are only a few of the program topics. There is something for everyone at IPHA on April 27-29 in Peoria.

Pre-registration information can be obtained from the IPHA office at 1500 South 7th Street, Springfield, Illinois 62703, telephone 217-522-5687.

NURSING SYNDROME TAPE/SLIDE SHOW

The Winnebago County Health Department's Dental program has available a Nursing Syndrome tape/slide show. This is especially of interest to all WIC programs. The ten-minute tape/slide show on Nursing Syndrome (bottle cavities) is directed toward parents-to-be and parents of infants. The tape/slide consists of basic and easy-to-follow information on general dental health and dental disease. It covers the cause, effects, outcomes, case studies and prevention of Nursing Syndrome. The tape/slide may be ordered for the cost of duplicating and mailing costs. It consists of 72 slides, a 10-minute tape, and a typed script. For ordering information please write or call:

Alison Toppen, RDH
Winnebago County Health Department
401 Division Street
Rockford, IL 61108
(815) 962-5092 Ext. 216



DEPOSITORY

SEP 16 1983

UNIVERSITY OF ILLINOIS
AT URBANA-CHAMPAIGN

NUTRITION/WEIGHT LOSS PROGRAM

The typical American diet, high in salt, sugar and fat, not only contributes to the extra pounds which plague many Americans, but also increases their susceptibility to many diseases.

Poor eating habits and obesity are linked to cardiovascular disease, diabetes, gout, osteoarthritis, gall-bladder disease, high blood pressure and certain types of cancer.

Through a Nutrition/Weight Loss program offered by St. Mary Hospital's Center for Health Promotion in Quincy, participants have the opportunity to improve their health by making lasting changes which lead to weight loss and maintenance.

St. Mary Hospital's Nutrition/Weight Loss program is unique because it does not merely address the participant's need to lose weight. Recognizing the complexity of being overweight, the St. Mary Hospital program addresses those factors which, in the majority of people, contribute to obesity.

In addition to nutrition education, the Nutrition/Weight Loss program incorporates stress recognition and management behavior control and situation control techniques.

Classes are conducted weekly for ten weeks, and each participant receives follow-up consultations and evaluation for up to one year. Using the PEP (Personalized Eating Plan) approach, each participant works with the class instructor to develop goals and an eating and exercise plan. Each participant receives a comprehensive course manual and record book.

Based upon no gimmicks, the Nutrition/Weight Loss program strives to help persons who weigh more than they should to achieve a gradual, healthful, easy and permanent weight loss.

For more information about the program you may contact Janet McReynolds, Program Coordinator, St. Mary's Hospital, Quincy, Illinois.

UTILIZING VOLUNTEER STAFF

Does your agency utilize volunteer staff?

Since 1977, the Winnebago County Department of Public Health has utilized volunteer staff in nearly every program area and in a wide range of positions from clerical personnel to professional consultants.

Today's volunteer staff person has the same needs for job direction, training, supervision, and fulfillment that paid staff do. The Winnebago County Department of Public Health is able to provide resource information to help you start a volunteer program. For further information, please contact Jan Carolfi at the following address and telephone number:

Winnebago County Department of
Public Health
Health Education and Mental Health
Division
401 Division Street
Rockford, IL 61108
(815) 962-5092 ext. 268



ASK A DIETITIAN

Dear Dietitian:

Should I buy dietetic foods on a low salt diet?

J.K.

Dear J.K.:

That depends on how severely the doctor has restricted your sodium intake. You may not usually need special products for a mildly restricted diet. However, if you do decide to buy dietetic foods, it is important to read the label. There are many types of "dietetic" foods on the market. Some are canned or prepared without sugar and have salt in them. Some are canned or prepared

without salt, or may state no salt added. Be sure you know what you are buying. Unsalted tuna fish or cheese may be convenient to have, but they are expensive. Your doctor or dietitian can help you decide if you need to buy special foods.

Dietitian

If you have questions concerning nutrition information please submit them to: "Ask a Dietitian", Illinois Department of Public Health, Division of Health Promotion and Screening, Nutrition Services Section, 535 West Jefferson, Springfield, Illinois 62761 or call 217-782-2166.



"NATIONAL PHYSICAL FITNESS AND SPORTS FOR ALL" MONTH TO BE OBSERVED

The President's Council on Physical Fitness and Sports (PCPFS) has brochures and posters available for celebrating National Fitness Month in May. For more information write:

Dr. Matt Guidry
PCPFS
450 5th Street, N.W.
Suite 7103
Washington, D.C. 20001

In Springfield the first Volksmarch ever is scheduled for Saturday, May 28. A Volksmarch is a noncompetitive outdoor event where a participant follows a marked route (usually 10-20 km total distance) at his/her own pace, stopping at designated points for a "Control Stamp", refreshments and rest. We anticipate over 1,000 participants and encourage you to write for more information:

Railsplitter Wanderers V.A.
P.O. Box 7176
Springfield, IL 62791

CALENDAR OF HEALTH-RELATED EVENTS

January

March of Dimes - Mother's March on Birth Defects
National Education Week on Smoking
School Nurse Day - Jan 8

February

American Heart Month
National Children's Dental Health Week

March

Red Cross Month
Save Your Vision Week
Kidney Month
National Poison Prevention Week
Teachers' Day

April

Put Your Heart into Sports Month
Keep America Beautiful
Cancer Control Month
Defensive Driving Week
National Rural Health Week
World Health Day (1st Thur.)
Bicycle Safety Week (3rd week)
Earth Week
National Volunteer Week
Secretaries' Day

May

Hearing and Speech Month
Juvenile Diabetes Month
Mental Health Month
High Blood Pressure Detection
Cystic Fibrosis Day
Be Kind to Animals Week (1st week)
National Hospital Week (2nd week)
Arthritis Awareness Month

June

National Safe Boating Week
Forest Fire Awareness Week (2nd week)
Dairy Month

September

American Indian Day (4th Friday)
Mexican Independence Day (Sept. 16)
Alcohol Awareness Week (3rd week)
Human Growth Week
SIDS Awareness Week
National Lupus Week (3rd week)
Sight-Saving Month

October

Child Health Day
Fire Prevention Week
National School Lunch Week
National Pet Health Week
Learning Disabilities Month
National Clean Air Week
UNICEF Day - October 31
Battered Child Symposium Month
Sex Education Week

November

National Diabetes Month
American Education Week
Youth Appreciation Week
Mental Retardation Prevention Month
National Epilepsy Month
Traffic Safety Week (2nd week)

December

Human Rights Day (Dec. 10)
Human Rights Week

"NO, MY BABY DOESN'T DRINK"

A state-wide conference on Fetal Alcohol Syndrome, F.A.S., will be held Friday, May 13, 1983, at the Hoffman House in Rockford, Illinois. The conference, "My Baby Doesn't Drink", is co-sponsored by the F.A.S. Planning Committee, Prevention Resources Center-PCR, and the Illinois Department of Mental Health and Developmental Disabilities/Division of Alcoholism. For registration information contact the Winnebago County Department of Public Health, 401 Division Street, Rockford, Illinois 61108, 815-962-5092.



"EMPLOYEE HEALTH AND FITNESS: THE CORPORATE VIEW" SYMPOSIUM

Thousands of companies have discovered that employee fitness programs reduce health care and disability costs as well as increase the productivity, energy, enthusiasm and morale of their workers. Many other companies continue to pay the high price of unhealthy, unfit employees.

The symposium will be presented by the President's Council on Physical Fitness and Sports and the Illinois Governor's Council on Health and Fitness. It will be held on May 26, 1983, from 8 a.m. to 8 p.m. at the O'Hara Hyatt Regency in Chicago, Illinois. For additional information you may contact the Illinois Governor's Council at 217-785-8216.

HEALTH EDUCATION AND PLANNING WORKSHOP

Larry Green, Ph. D., Director, Center for Health Promotion Research and Development at the University of Texas, conducted a one-day workshop on Health Education and Planning. The workshop was held on the campus of Eastern Kentucky University in Richmond, Kentucky. Larry Green presented the PRECEDE Model (predisposing, reinforcing and enabling causes in educational diagnosis and evaluation). The model is robust in the sense that it applies to health education in a variety of situations. Over 90 health educators attended the one-day workshop. For handout materials from the conference you may contact Janet Laverdiere at 217/785-2060.



WORLD HEALTH DAY APRIL 7

April 7, 1983 has been declared World Health Day by the American Association for World Health, Inc. This year's slogan as established by the Director General of the World Health Organization is "Health For All: The Countdown Has Begun".

Governor Thompson has issued a proclamation recognizing World Health Day in Illinois. "Better Lifestyle, Better Health" is our theme. Suggested activities include: fitness walks/runs, health fairs, radio talk programs and poster contests.

ILLINOIS HEALTH INTERVIEW SURVEY

The Illinois Health Interview Survey was conducted during the summer of 1982 by the Illinois Department of Public Health. Telephone interviews of 2,227 adults (18 years old and over) were conducted so as to yield a weighted sample for the City of Chicago (Blacks and others), the Chicago Standard Metropolitan Statistical Area (SMSA) exclusive of the city of Chicago, all other Illinois SMSA's combined, and the non-SMSA counties of the state. All percentage calculations are based on data weighted to the true proportion of the Illinois population eighteen years of age and over.

The Department began sending out periodical results of the survey, in the form of "Survey Stats". A first issue on HBP and salt intake has been released. A second will be on improving physical fitness and daily physical activity.

More information may be obtained from Darrell Patterson, Illinois Department of Public Health, Division of Education and Information, 535 West Jefferson, Springfield, Illinois 62761 or telephone 217-785-2060.

IN SUPPORT OF HEALTH EDUCATION

The Illinois Society for Public Health Education (ISOPHE) is closely watching the review of the legislative instructional mandated programs by the Illinois State Board of Education. With health education, under the Critical Health Problems Act of 1971, being a component of the mandated programs, any changes can seriously impact on the teaching of health education in Illinois schools.

As part of its activity, ISOPHE submitted written testimony to the State Board of Education. This testimony summarized the public health need for health education in the schools and cited over a decade of growth in upgrading school health education programs under the current law.

ISOPHE was only one of several supporters for health education. In public hearings held last fall, the State Board of Education received 183 responses supporting health education. Since the total responses for all mandated programs numbered only 289, health education received more support than all the other programs combined. What is even more significant about these totals is an overwhelming majority of health education supporters, 70%, came from the high school students themselves.

Because of this broad base of support for health education, the final staff recommendations mention health as one of the six areas of learning. Under this proposal, the state superintendent of schools will develop outcome statements of what students should know and be able to do for each of the six areas of learning. These

statements would then serve as a replacement for the existing instructional program mandates. Local school districts would be required to develop specific objectives, procedures and assessments consistent with the outcome statements.

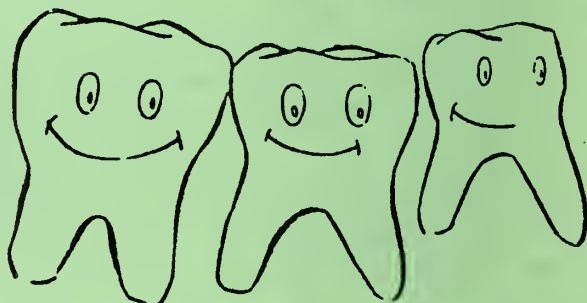
While this proposal has the potential of maintaining a health education presence in Illinois schools, there is still a need for concern among health education supporters. Any changes with the instructional program mandates will ultimately involve the state legislature. Since the Critical Health Problems Act spells out specific legislative requirements for the schools to meet, the new legislation to supercede this Act would have to include similar requirements. Health education supporters still need to maintain their efforts to convince state representatives and senators that health education is a vital component of learning.

NATIONAL HIGH BLOOD PRESSURE MONTH

May is National High Blood Pressure (HPB) Month. During this month, special efforts are made at the national, state, and local level to inform the lay and professional public of the benefits of controlling high blood pressure. This year's theme is "High Blood Pressure: New Ways to Control". It highlights new approaches to therapy including the treatment and ongoing control of mild or stratum I high blood pressure, as well as the dietary management of blood pressure through weight control and sodium restriction.

During May, the Illinois Department of Public Health will sponsor workshops for Health professionals involved in HBP Control activities. Workshop presentations will address dietary management, client compliance, anti-hypertensive medications and measurement techniques. Information on these workshops can be obtained by contacting the State HBP Control Coordinator at (217)782-3300.

For information on how you can become involved in HBP Month activities, please contact your local health department or the Illinois Department of Public Health.



CHILDREN'S DENTAL HEALTH MONTH

In conjunction with Governor James R. Thompson proclaiming February as Children's Dental Health Month, the Division of Dental Health co-sponsored the third annual statewide poster contest for fourth grade students. Approximately 12,000 students from more than 350 schools entered the contest.

The winning poster was submitted by David Rader, a student at Washington Elementary School in Marion. It depicts the various aspects of good dental health, with the slogan. "Dental Health is for Everyone". David received a two-day trip for four to the Six Flags Park in St. Louis, plus \$25.00 in scrip and two night's lodging at the Ramada Inn.

The second place winner was Staci Weaver from Divernon School in Divernon. She received one-day plus lodging at Marriott's Great America Park. Third place winner, Tara Jo Thomas, a student at Washington School in Peoria, received an Atari Video game. A bicycle was given to fourth place winner, Freddie Martinez, of St. Cyprian's School in River Grove.

The prizes were donated by the Illinois State Dental Society, Illinois Dental Hygienists' Association, and the Illinois Dental Assistants' Association.

MOBILE SEMINAR

The Department of Health Sciences at Western Illinois University is sponsoring a Mobile Seminar this Spring to expose interested persons to outstanding persons and programs in school, community, and patient health education in other regions of the United States and Canada.

The seminar, conducted from May 20 - June 10, 1983, will visit persons and programs in Indiana, Ohio, Pennsylvania, District of Columbia, Maryland, New Jersey, New York, Vermont, Michigan, Quebec, and Ontario, Canada. The speakers and programs represent 20 different approaches to health education including treatment, prevention, promotion, and advocacy avenues in schools, hospitals, industries and communities.

Travel will be by university van and lodging will be in university housing (except in Washington, D.C.). Three hours of undergraduate credit in HE

475 or three hours of graduate credit in HE 675 may be earned, depending on the status of the students.

For more information, contact the Department of Health Sciences, Western Illinois University, at 309/298-1076.

HEALTH PROMOTION CONFERENCE

The First Annual Health Promotion Conference will be held at Chicago's Americana-Congress Hotel on June 29 and 30. The speakers on the first day will address the issues of getting started, marketing, funding and community organization. The second day will be devoted to presentations of successful health promotion programs in the state. Registration information will be mailed later to local health departments, primary care centers, hospitals, schools and industries.



ILLINOIS DEPARTMENT OF PUBLIC HEALTH
Division of Education and Information
535 West Jefferson Street
Springfield, Illinois 62761

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HEALTH EDUCATION ISSUES

BOOKSTACKS
DOCUMENTS

A Publication of the Illinois Department of Public Health
Division of Education and Information
Janet Laverdiere, Editor - (217) 785-2060

Vol. 1, No.3



PROJECT PRC

The Prevention Resource Center (Project PRC) provides on-site consultations and training workshops, as well as staff professionals available to speak on prevention concerns involving alcohol use and abuse. Project PRC materials are available free of charge to any agency, organization, or community in Illinois. An extensive lending library is located in Springfield, while a browsing only library may be utilized in Chicago.

Presently under contract with the Illinois Department of Mental Health and Development Disabilities, Division of Alcoholism, PRC provides assistance in the following three areas: constituency development, prevention program development, and program management. Contact the nearest PRC office for further information.

Main Office: Viesta Morris
901 S. Second
Springfield, IL 62703
(217)525-3456
(800)252-8951
Illinois toll free

Branch Office: 417 South Dearborn
Suite 1010
Chicago, IL 60605
(312)663-3737
(800)572-5385
Illinois toll free

SIDS WORKSHOPS

The Illinois Department of Public Health's Sudden Infant Death Syndrome (SIDS) Program continues to offer workshops designed to inform professionals and the general public about the nature of SIDS, as well as how to help the families of the victims cope with their tragedy.

Special workshops are available for nurses, first responders, emergency room personnel, coroners, funeral directors and the general public. The workshops include information about progress in research, the epidemiological nature of the disease, and a discussion concerning the plight of the victim's family. The presentation usually includes the showing of a film. For more information, or to schedule a workshop, please contact:

Lori Bennett, Project Coordinator
Illinois Department of Public Health
Division of Family Health
Springfield, IL 62761
(217)782-2736

SEP 16 1983
UNIVERSITY OF ILLINOIS
AT URBANA-CHAMPAIGN

ACCREDITATION

The Department of Health and Safety at the University of Illinois, Urbana-Champaign, has recently been accredited by the Council on Education for Public Health for their Community Health Master's degree. Further information on the Community Health

program can be obtained by contacting:

Dr. Thomas O'Rourke, Community
Health Advisor
Department of Health and Safety
117 Huff, 1206 South Fourth
University of Illinois
Champaign, Illinois 61820



ASK A DIETICIAN

Dear Dietician:

My doctor told me to cut down on salt. Why is this necessary, and what foods should I not eat?

Nancy

Dear Nancy:

When a physician tells someone to cut down on salt, he is limiting the amount of sodium in that person's diet. Salt is almost 50% sodium. Sodium is a mineral found in nature and in many foods. We all need some sodium to live. However, most of our needs can be met without adding salt since sodium occurs naturally in most foods. One reason your doctor may have recommended cutting down on salt is to control high blood pressure. This is important since high blood pressure increases the risk of heart attack, stroke and kidney failure. There may be other reasons to limit the amount of sodium in a person's diet. Some studies have shown that it may be wise for all Americans to cut down on salt intake.

The very first step in reducing your sodium intake is to take the salt shaker off the table. The following chart lists the do's and don'ts for following a mildly restricted salt diet (approximately 2,000 or 3,000 mg of sodium).

DO

At every meal serve some foods that taste good without salt: fruits, raw vegetables, cranberry sauce, spiced peaches, preserves, honey, syrup, jelly.

Give your food good flavors with lemon, vinegar, onion, and/or herbs such as sage, and other spices.

Make your own soups, stews, casseroles. Canned and frozen ones are very salty.

Eat For Good Health.

Every day have: 2 cups of milk; 2 or more servings of meat, fish, poultry, eggs; 4 or more servings of fruit and vegetables; 4 or more servings of breads and cereals.

DON'T

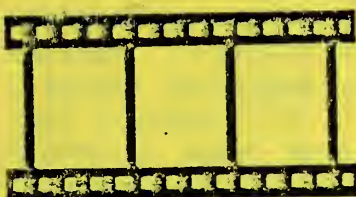
Don't take baking soda, Alka Seltzer.

Don't take medicine unless prescribed by your doctor.

Don't eat these salty foods: cured meat, such as ham, bacon, side meat; salted meat, such as fat back; luncheon meats, bologna, weiners, sausage; salty meat grease; salted fish, such as mackerel, mullet, croaker; canned fish, such as salmon, tuna, sardines; canned soups and stews; pickles; catsup; prepared mustard; soy sauce; ready made salad dressings; salty crunchy foods as potato chips, bacon skins, pretzels, saltines and other salted crackers; TV snacks, salted nuts, salted popcorn. Other foods which are high in sodium are cheeses, seasoned salts (such as Accent, garlic salt, etc.).

Dietician

If you have questions concerning nutrition information please submit them to: "Ask a Dietician", Illinois Department of Public Health, Division of Health Promotion and Screening, Nutrition Services Section, 535 West Jefferson Street, Springfield, IL 62761, or call (217)782-2166.



FREE LOAN HEALTH FILMS

Would you like to show a film to supplement your education program to the general public? Modern Talking Picture Service has available, free, outstanding 16mm films on various health topics. The following is a listing of available films.

1. Smoking and Health: The Answers We Seek -- 15 min -- color
2. Dentures and Your Health: A Report -- 12 min -- color
3. Feminine Hygiene and You -- 14 min -- color
4. Head Lice: Questions of Concern -- 13 min -- color
5. Teens and Teeth: The Orthodontic Years -- 14 min -- color
6. Flossing With Charlie Brown -- 5 min -- color
7. Citrus: Beyond Vitamin C -- 20 min -- color
8. The Pressure's On -- 28 min -- color (High Blood Pressure)
9. Jennifer: A revealing story about genital herpes -- 28 min -- color
10. The Wellness Revolution -- 28 min -- color

For brochures and order form you may write:

Modern Talking
Picture Service
Film Scheduling Center
5000 Park Street North
St. Petersburg, Florida 33709

or

Modern Talking Picture
Service
658 Carmen Drive
Elk Grove Village,
IL. 60007

AUDIO-VISUAL MATERIALS

The U.S. Consumer Product Safety Commission has made several films and slide programs available for

distribution through the Illinois Department of Public Health.

The materials may be borrowed free from the Illinois Department of Public Health through the:

Product Safety Program
Illinois Department of Public
Health
535 W. Jefferson
Springfield, IL 62761
(217)782-4674

Please plan ahead and request films, filmstrips and slides as far as possible in advance of the date that they are needed.

Films -- 16 mm

1. As Easy and Falling Off a Ladder, 6 min., color
2. Bubble, Bubble Toys and Trouble, 8 1/2 min., color
3. Electric Angel, 8 min., color
4. Feeling of Falling, 12 min., color
5. Home Safe Home
6. Play It Safe, 11 min., color
7. Saved By The Bell, 9 min., color
8. Swing That Swings Back, 6 min., filmograph
9. Travels of Timothy Trent (Poison Prevention), 10 min., color

Slides

1. Play Happy, Play Safely, 56 color cartoon slides with cassette
2. Recognizing Toy Hazards, 30 color slides with cassette tape
3. Chain Saw Primer, 80 color scenes on filmstrip



ISOPHE FALL CONFERENCE
-OCTOBER 27-28, 1983

Anyone involved in health related activities who wants to improve their educational skills is invited to the annual Fall Conference of the Illinois Society for Public Health Education (ISOPHE) at the Ramada Inn/Bloomington on October 27-28. The theme of the

conference is "Getting Back to the Basics-Now and for the Future"

The program will focus on the development of applied ("how to") skills for the health practitioner. Audience participation will be encouraged. Some of the preliminary topics include:

How to Write a Grant Proposal
How to Do a Risk Appraisal
How to Draft a Budget
How to Evaluate a Diet
How to Lobby
How to Write (brochures, press releases, PSA's)
How to get the Most from Volunteers
How to Choose a Personal Computer
A Clearinghouse for Health Education Programs in Illinois

Plus MORE MORE MORE!!!

The Conference will also include:

Luncheon and keynote speaker
Poster Session (you or your agency are invited to participate - space available on a first come-first serve basis)
Special practitioner-led session
Special student-led session
Social hour

Every effort has been made to keep the cost reasonable. Pre-registration (before October 15) is \$15 for ISOPHE members and \$20 for non-members. Student registration is \$5 for members and \$8 for non-members.

Also, a block of rooms at the Ramada has been reserved until October 15 at a super price (\$25 single; \$30 double).

So, act now. Make your reservation by contacting:

Tom O'Rourke, Ph.D., M.P.H.
ISOPHE Fall Conference
1206 S. 4th Street
University of Illinois
Champaign, IL 61820

DALLAS IS SITE OF APHA 1983 CONVENTION

Advance registration opens this

month for the 111th Annual Meeting of the American Public Health Association, to be held in Dallas, Texas, November 13-17, 1983. The association last met in Texas in 1970, in Houston.

The theme for the convention, "Science and Social Action for Health and Peace," covers a broad spectrum of issue oriented topics of interest and concern to the public health community in today's world of high technology. The 10,000 or more health professionals from all over the United States and many foreign countries who gather in downtown Dallas for the five-day enclave will attend plenary sessions, panel discussions, workshops, debates, roundtables, and numerous scientific symposia focusing on such topical matters as: peace in the nuclear age, nuclear disarmament, disaster planning, environmental concerns over acid rain and toxic wastes; shrinking federal funds and spiraling costs for health care in the present economy, the health status of various minority populations; occupational health, experiences with block grants; and numerous other current public health issues.



EYE HEALTH AND SAFETY CONFERENCE

An "Update on Eye Health and Safety" conference for school personnel will be held on November 2, 1983 at Triton College in River Grove, Illinois. The conference will be jointly sponsored by the Illinois Department of Public Health and the Illinois Society for the Prevention of Blindness. Focus will be upon health and safety programs throughout the participant's school career. Included in the conference faculty are health educators, physicians, nurses and the National Society to Prevent Blindness.

Registration fees are \$10.00 (including a luncheon), but enrollment

is limited to 65 participants. For further information, contact the Illinois Department of Public Health at (217)782-4733 or the Illinois Society for the Prevention of Blindness at (312)922-8710.

AUTO SAFETY AT CARLE CLINIC

On July 1, 1983 a new Illinois law required children under 6 years of age to be restrained in an approved child seat while riding in a car. As health professionals, we at Carle Foundation Hospital and Carle Clinic Association feel it is our responsibility to inform the community of this new law and its implications. Therefore, programs have been set up to demonstrate the correct way to use child seats and to explain the importance of this new law.

The first part of this education program involves training the hospital and clinic nursing staff of the Nursery, Pediatrics, Emergency Room and Obstetrics/Gynecology departments. The nurses will then teach car seat safety to new mothers and fathers. This instruction is mandatory and will be given prior to the discharge of the new mother from the hospital. In order to reinforce the importance of child restraints, the mothers will also receive car seat instruction during well baby doctor visits.

Expectant parents will learn about child restraints several times. During their eighth month visit, mothers-to-be will be given car seat instruction. In addition to this teaching, those who attend the Lamaze, Expectant Parents, and Expectant Grandparents classes will also be given car restraint information and instruction.

We believe these educational programs are very beneficial. To ensure that everyone is given the opportunity to take advantage of a child car seat, Carle Foundation Hospital has gone one step further by

offering car seats on a loaner basis. Seats are available, free of charge, for new patients leaving Carle during the infants' first month.

Restraining children is simply one aspect of child safety. We would like to see all drivers and passengers of automobiles secured safely while in a car. To complete Carle's program, an addition will be made in our parking lots. Permanent signs will be placed on all exit gates reminding drivers and passengers to "Buckle Up for Safety".

We believe this plan makes a total commitment to automobile safety. If you would like additional information about Carle's program please call:

Alice Faron
Carle Foundation Hospital
Education and Training
(217)337-3029

or

Sandee Morrison
Carle Clinic Association
Carle Wellness Center
(217)337-3494



COMMUNITY HEALTH PROMOTION
AWARD PROGRAM

The Illinois Department of Public Health will be soliciting applications for the Community Health Promotion Award Program. The award has been established by the Secretary of the Department of Health and Human Services (DHHS) to improve community health status by stimulating greater participation by voluntary and professional associations, community groups, and public agencies in community-wide health promotion.

Community organizations which have implemented a health promotion program targeting one or more of the priority areas identified in "Promoting Health/Preventing Disease: Objectives for the Nation" (Available from the Superintendent of Documents, U.S. Government Printing Office Washington, D.C. 20402) may apply for consideration for a Secretarial award.

The Director of the Illinois Department of Public Health will submit five exemplary projects from Illinois to be considered for an award. All five nominees will receive a Certificate of Merit.

In 1983 and 1984, special emphasis for the Outstanding Achievement Award will be placed on programs which use a "community approach" and focus on achievement of the 1990 Objectives for:

- enhanced exercise and fitness
- improved nutrition
- reduced alcohol and drug misuse
- smoking cessation
- effective use of preventive services

Deadline for application is September 1, 1983. For guidelines for the Community Health Promotion Award Program, contact your local health department or Community Health Promotion Award Committee, Division of Education and Information, Illinois

Department of Public Health, 535 West Jefferson Street, Springfield, IL 62761.

1ST ANNUAL ILLINOIS HEALTH PROMOTION CONFERENCE

The 1st Annual Illinois Health Promotion Conference was held at Chicago's Americana Congress Hotel on June 29-30, 1983. Conference attendees heard the keynote speaker, Jack Jones, from the Division of Health Education in the Centers for Disease Control, talk about getting started in health promotion. Mr. Jones recommended an organized approach including data collection, community-wide objective setting, selection of interventions for specific target groups, and evaluation of the impact of the program. Concurrent sessions on planning, marketing, community organization and funding were also offered on the first day.

On the second day, attendees had a chance to attend four of the fourteen concurrent sessions presented. Topics included nutrition, stress management, health risk appraisal, mental health, and many others. All the presentors were from successful programs in Illinois.

Planning for the 2nd Annual Health Promotion Conference will begin soon.



HEALTH EDUCATION ISSUES

DEPOSITORY

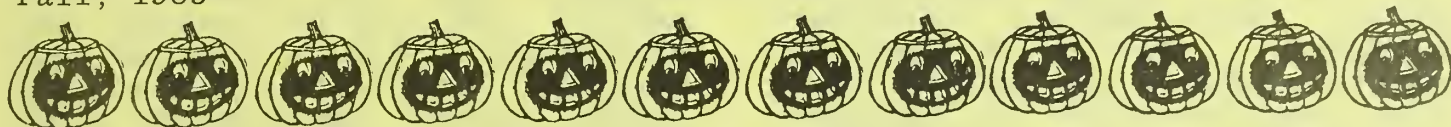
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UNIVERSITY OF ILLINOIS
AT URBANA-CHAMPAIGN

A Publication of the Illinois Department of Public Health
Division of Education and Information
Janet Laverdiere, Editor - (217) 785-2060

Fall, 1983

Vol. 1, No. 4



DIVISION OF EDUCATION AND INFORMATION

The Division of Education and Information functions as an educational support to "in-house" programs at IDPH, regional offices and local health departments, as well as a medium for public information. The goal of this program is to influence and affect individual and community health attitudes and behaviors in order to moderate self-imposed risks, maintain and promote good health and reduce preventable illness, disability and death.

The following is a brief biography of each of the DEI staff persons. The intention of this article is to make you more informed of the role/functions of the Division of Education and Information. (See organizational chart on following page.)

R. Stephen Knobloch, M.P.H.,
Chief, Division of Education and
Information

Steve recently has been appointed Chief of the Division of Education and Information. He received his M.P.H. degree in health education from the University of California at Berkeley. Steve has been a

health educator with the Division of Education and Information for 14 years. As Chief he is responsible for planning and implementing a statewide health education program. He supervises a staff of health educators, public information officers and a graphic artist.

Educational Services Unit

Darrell Patterson, M.S., Head,
Educational Services Unit

Darrell is head of the educational services unit. He supervises a staff of three health educators. He received his M.S. degree in health education from the University of Illinois. He is working towards a Ph.D. in health education from SIU-Carbondale. Darrell is the coordinator of the Illinois Risk Factor Behavioral Surveillance System (Health Interview Survey) FY 1984. Darrell also provides health education consultation and assistance to local health departments in regions 1 and 8.

Rita M. Ward, M.S., Public Health
Educator

Rita has recently come to the Division of Education and Information as a public health educator. She received an M.S. in health education from Western Illinois University and is a doc-

toral candidate in health education at SIU Carbondale. She provides health education consultation and assistance to regions 4 and 5. She is also responsible for health promotion and risk reduction activities in Illinois.

Janet Laverdiere, B.S., Public Health Educator

Janet received a B.S. in Community Health from Western Kentucky University. She is a master's degree candidate in Health Services Administration at Sangamon State University. Janet provides health education consultation and assistance to local health departments in regions 2, 3, 6, 7. She is the editor of the "Health Education Issues" quarterly newsletter. She is also coordinator of the Illinois Clearinghouse for Health Education Programs.

Lois Damashek, M.A., Public Health Educator

Lois received her master's degree in administration from Sangamon State University. She provides health education support and assistance to all "in-house" programs, e.g., SIDS, hypertension, family planning, WIC. She also is responsible for developing seasonal health packets for local health departments. These packets include topics such as rabies and head lice.

Public Information Services

Mary Huck, B.A., Head, Public Information Services

Mary is head of the Public Information Unit. She received her B.A. degree in journalism from Marillac College in St. Louis and is working towards an M.A. degree in Communications from Sangamon State University. Mary has been with DEI for 14 years. She is responsible for writing news releases, radio scripts, and speeches for the Director. She

also responds to public health inquiries from the media and the public.

Jonelle B. Stock, M.A., Public Information Officer

Jonelle received her M.A. degree in Public Affairs Reporting from Sangamon State University. She is responsible for writing the weekly "Keepin' Healthy" newspaper column. She also writes radio scripts and public service announcements. She responds to requests from the media and general public, and prepares other materials dealing with public health issues.

Graphic Arts Section

Nancy Hutchinson, Graphic Arts Illustrator

Nancy is responsible for the preparation and production of design, layout, and art work relating to the visual aspects of informational, educational and promotional material in the media of print, displays and exhibits. She has been with the graphic arts section for five years and with the IDPH for nine years.

Administrative Clerical Unit

Barbara Ford, Secretary

Barb has been with the Division of Education and Information for 12 years. She is secretary to the Chief and manages personnel and fiscal affairs for the division.

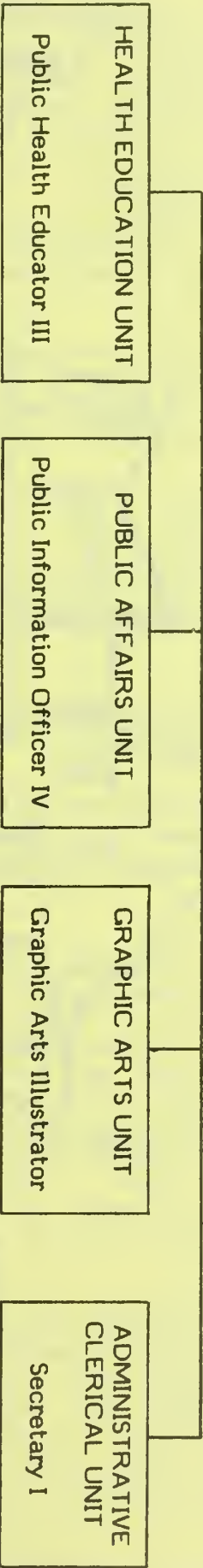
Lillie M. Hamilton, Clerk Typist

Lillie performs clerical activities for the public information staff. She has been with the IDPH for 11 years.

Diana McLaughlin, Clerk Typist

Diana performs clerical activities for the health education staff. She has been with the division for seven years.

DIVISION OF EDUCATION AND INFORMATION CHIEF PUBLIC HEALTH EDUCATOR



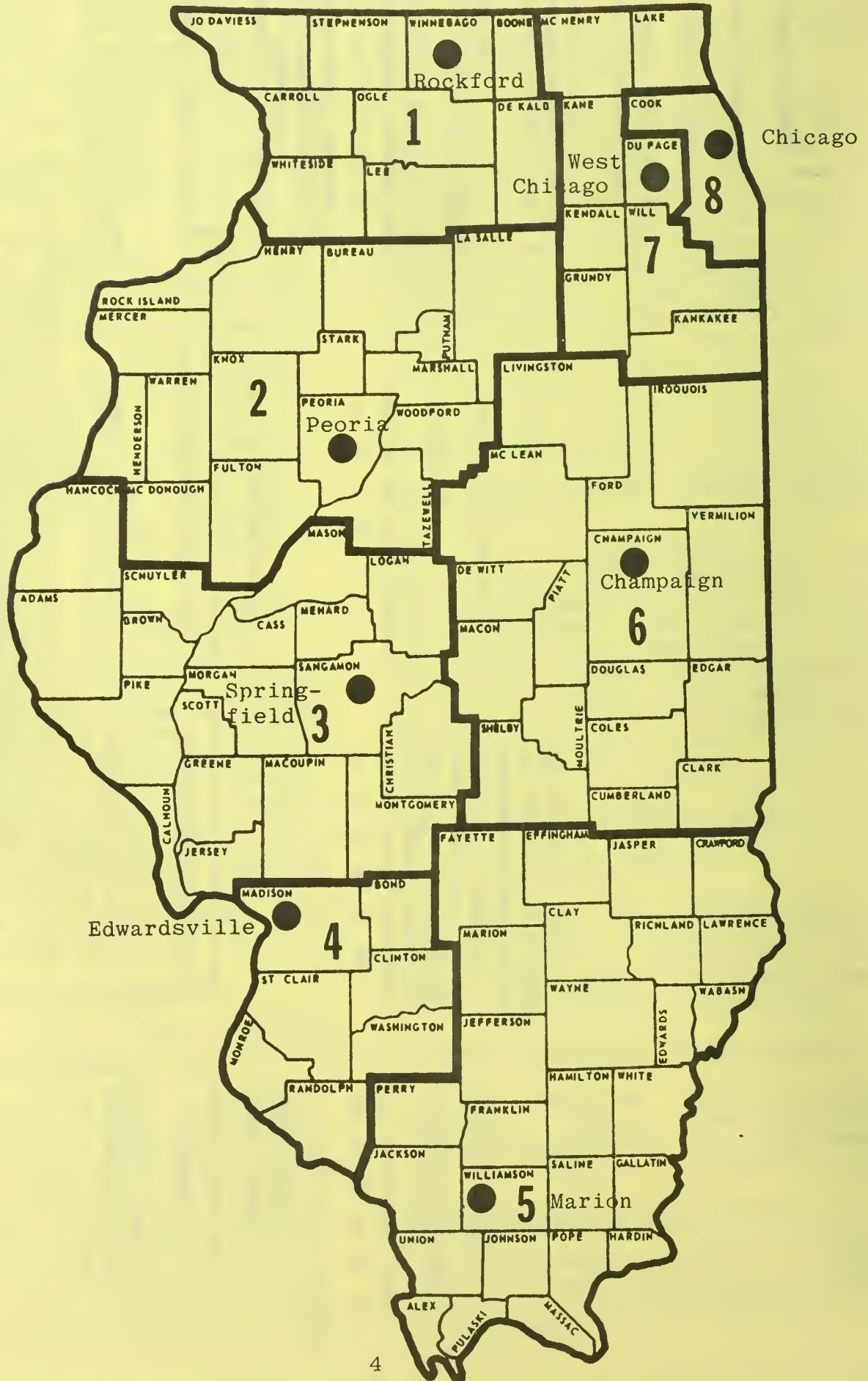
Public Health Educator
Associate
Public Health Educator I
Public Health Educator II

Public Information Officer III

Clerk Typist III
Clerk Typist III

- • • • •
- Educational Assistance and support to department programs
- Support services to regional offices
- Support services to local health departments and other health services
- Health promotion/risk reduction activities
- Community organization
- Educational materials
- Staff development
- • • • •
- Publicity and public relations
- Publications
- General information services
- Radio and TV
- • • • •
- Preparation and production of design, layout, typesetting and art work relating to the visual aspects of informational, educational and promotional material in the media of print, displays and exhibits
- • • • •
- Division administration
- Stenographic services
- Inventory control

DEPARTMENT OF PUBLIC HEALTH REGIONAL OFFICES





RECORD ATTENDANCE AT ISOPHE FALL CONFERENCE!

One hundred and thirty people participated in the Illinois Society for Public Health Education (ISOPHE) fall conference held at the Ramada Inn in Bloomington on October 27 and 28. The theme for this year's conference was "Getting Back to the Basics." Welcoming remarks were made by ISOPHE president, Bill Keever, Ph.D. The keynote speaker was Clarence E. Pearson, M.P.H., president of the National Center for Health Education, in New York, New York. Clarence has over thirty years experience as director of health education and medical care programs in voluntary and governmental agencies, private enterprise and institutions of higher education. He is dedicated to appraising national health, education and welfare policies and issues through research of facts and feasibility studies.

Topics of the presentations included the following: "The Elusive Dollar: How to Write a Grant Proposal;" "Diets-Facts, Fallacies and How to Evaluate Them;" "Dealing with Reality - How To Lobby;" "The ABC's of How to Write (Brochures, Press Releases, PSA's);" "The Illinois Clearinghouse for Health Education Programs - What it is and How it Works;" and "How to Choose a Personal Computer - Separating the Hope from the Reality." There was also a student special on "What Skills Do Students Need: 1) to get a job and; 2) to practice effectively."

The exhibit area was well represented by 12 agencies and five universities for a total of 17 ex-

hibits. A social hour was also held from 5:00 p.m. to 7:00 p.m. Door prizes were given at the end of the ISOPHE conference. Winners of the door prizes were: David Macrina, Professor, University of Illinois, a telephone; Jim Joerger, Health Promotion Specialist, Winnebago County Health Department, a smoke detector; and Kathy Arnold, an alarm clock.

The annual business meeting for ISOPHE will be held during the April 1984 Illinois Public Health Association Conference in Chicago.

A great big thanks to Tom O'Rourke, President-Elect of ISOPHE, for the great effort in planning such a successful ISOPHE fall conference.

HEALTH EDUCATION IN CHINA STEVE KNOBLOCH

The following observations were made during a health education tour in China during September, 1983.

Health care receives a lot of emphasis in China and prevention has top priority. Prevention of pregnancy is uppermost in everyone's mind. The one child family appears on billboards, in clinic records, in conversations and on every street corner. If China is to be able to feed, educate, and employ its population it must limit the birth rate for the next 100 years.

Prevention of communicable disease also requires constant effort. An outbreak in the densely populated areas would be disastrous. Immunizations, sanitation and education are the responsibility of health professionals at all levels.

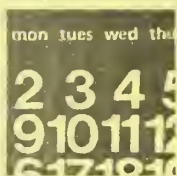
Health education is based on three assumptions. First, people obey the experts and the authorities.

Propaganda through billboards, neighborhood meetings and mass media is the primary means of getting the word out. Second, people do not give their opinion to those in authority. When we asked if they had group discussions to share experiences and learn from one another, our hosts seemed to be confused about the concept.

Third, people who do not comply can be brought into compliance in various ways, from criticism by their peers to mandatory sterilization after two children.

China does not have health educators as we think of the profession. Their health educators have courses in microbiology, mathematics, pathology, anatomy and nutrition. But they have no courses in the behavioral sciences. Their job is to pass information on to the masses.

The trip provided an opportunity to see how health education concepts and techniques have grown in a culture so different from our own.



MARK YOUR CALENDARS

Dates and locations have been selected for three local health workshops. The intended audience for the workshops is: health professionals (including administrators), health educators, nurses, nutritionists, physicians, sanitarians, and other interested persons working in public health. The workshops will be co-sponsored by the Illinois Department of Public Health, Division of Education and Information, and the Illinois Society for Public Health Education.

The focus of the workshops will be strategies for promoting local health department services. For further information, contact Janet Laverdiere, Public Health Educator, at 217-785-2060.

Dates and locations are:

December 1, 1983 - Northern Illinois University, DeKalb.
December 6, 1983 - S.I.U. School of Medicine, Springfield.
December 8, 1983 - S.I.U., Carbondale.

COMMUNITY HEALTH PROMOTION AWARDS

Five community health promotion programs have been selected to represent Illinois in the U.S. Department of Health and Human Services Community Health Promotion Awards Program. These programs have been submitted to a national review committee which will make recommendations for national recognition.

The health promotion programs which were selected are:

1. Heart of Uptown Coalition WIC-Screening Program - Chicago Department of Health; and
2. A Voluntary Health Organization as "Honest Broker" of a Smoking Cessation Program - Chicago Lung Association and the Department of Psychology, University of Illinois, Chicago;
3. Primary Care for the Medically Indigent of Freeport and Stephenson County - Stephenson County Health Department;
4. Freeport Drug Prevention and Education Project - Jane Addams Community Mental Health Center;
5. Health Risk Appraisal Program - DeKalb County Health Department.

A total of 23 program applications were submitted from around the state.

A committee of the Illinois Public Health Association Committee on Health Promotion and Disease Prevention Awards Subcommittee rated the applications with the top five being forwarded to the national selection committee.

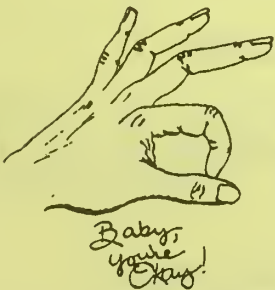
National award winners will be announced by the Secretary of the Department of Health and Human Services on or about December 1.

SEASONAL HEALTH PACKETS

The Department of Public Health's Division of Education and Information, in cooperation with the Division of Disease Control, has developed a packet of information on the subject of rabies and rabies control. This information packet was developed for use by local health departments. It has been favorably reviewed by local health department representatives throughout the state and should be ready for distribution soon. The Division of Education and Information plans to develop similar packets on other subjects. We welcome your suggestions as to what topics would be useful to your health department.

Please send suggestions to:

Lois Damashek, Health Educator
Illinois Department
of Public Health
Division of Education
and Information
535 West Jefferson Street
Springfield, IL 62761



BABY YOU'RE OKAY!

Each year in Illinois, the number of teenagers who become parents increases. In 1981, more than 27,000 babies were born to teenage mothers.

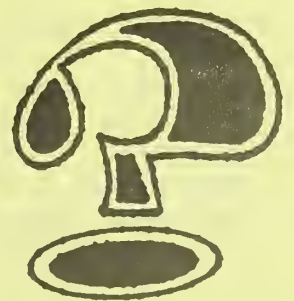
This steady increase in the number of teenage pregnancies is of concern to health officials because, hand-in-hand with this increase, is an increase in the number of babies born with disabilities and an increase in mortality among infants born to teenagers.

"Baby, You're Okay", a 30-minute program aimed at alerting teenagers to the importance of health care during pregnancy, was recently produced by the Illinois Department of Public Health and the Illinois Information Service. The financing for producing the film was made available through a federal grant awarded to the Governor's Planning Council on Developmental Disabilities.

The program emphasizes the importance of three health practices that will help prevent disabilities (early pre-natal care, good nutrition and immunizations).

The program is being presented in conjunction with the Parents Too Soon project.

To borrow the 16 mm films you may contact the Division of Family Health at 217-782-2736, or the Division of Health Promotion and Screening at 217-782-4733.



ASK A DIETITIAN

Dear Dietitian:

I have been hearing about a new artificial sweetener, aspartame. Is it safe?

Signed M.J.

Dear M.J.:

Aspartame is a commercially produced, nutritive sweetener made

from two amino acids (building blocks of protein), L-phenylalanine and L-aspartic acid. Unlike the non-nutritive sweeteners, saccharin and cyclamate, aspartame is metabolized just like protein. It contains about the same number of calories as table sugar (4 calories per gram), however, it is 200 times sweeter than sucrose and can be used in small amounts. Therefore, for amounts equivalent in sweetness, aspartame is considered to be almost calorie free.

Aspartame has the approval of the U.S. Food and Drug Administration for use as a table top sweetener ("Equal"), in presweetened food products and in soft drinks.

- The American Diabetes Association has approved the use of aspartame by diabetics as a sugar substitute.
- Adequate data are not available to establish the safety of aspartame for children under 2 years of age. Since there are few reasons to use a sugar substitute for children of this age, this should not present a major problem.
- People with phenylketonuria (PKU), a rare genetic condition, must limit the amount of the amino acid phenylalanine in their diets. Therefore, all products containing aspartame must carry a warning label.
- Aspartame is not appropriate for use in cooking since it breaks down at high temperatures and loses its sweetness. It cannot be substituted for sugar since it will not provide the same bulk and texture as sugar. It will also break down in solutions of alkaline or neutral pH.

To summarize, to date there is no evidence of potential toxicity.

As with all products, the public should be instructed to read labels and warning messages.

If you have any questions concerning nutrition information please submit them to: "Ask A Dietitian", Illinois Department of Public Health, Division of Education and Information, 535 West Jefferson, Springfield, Illinois 62761.

PREVENTION SHOWCASE

The first annual "Prevention Showcase: For A Healthier Tomorrow," presented by the Prevention Resource Center (PRC), will be held at The Center, 9th and Monroe, Springfield, Illinois, on May 1 and 2, 1984. PRC has been organized as a principal support for the development, continuation and enhancement of programs addressing the prevention of alcoholism, alcohol abuse and other related issues.

The Showcase highlights include workshops, exhibits, and presentations on a variety of prevention strategies. Contact Jackie Garner or Joan Farris at 800-252-8951 for applications.



FROM THE EDITOR

Any newsworthy items may be sent to the editor for consideration in upcoming newsletters. Please send them to:

Janet Laverdiere, Editor
Health Education Issues
Division of Education
and Information
535 W. Jefferson
Springfield, IL 62761

a

ILLINOIS DEPARTMENT OF PUBLIC HEALTH
Division of Education and Information
535 West Jefferson Street
Springfield, Illinois 62761

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HEALTH EDUCATION ISSUES

DEPOSITORY

APR 11 1984

UNIVERSITY OF ILLINOIS
AT URBANA-CHAMPAIGN

A Publication of the Illinois Department of Public Health
Division of Education and Information
Janet Laverdiere, Editor - (217) 785-2060

MARCH, 1984

VOLUME 2, NUMBER 1



PROFESSIONAL PREPARATION IN HEALTH EDUCATION: ILLINOIS

Reports of the Role Delineation Project for health education and the current literature addressing professional preparation of entry level community health educators have outlined for us many changes in the training and definition of a health educator. The Illinois Department of Public Health recognizes the efforts of all Illinois health education training institutions and commends these programs on carrying on the goals and purpose of health education throughout Illinois.

The following is a brief summary of many of the Illinois programs in the professional preparation of health educators.

Chicago State University is located at 95th and King Drive in Chicago, Illinois (60628). The Department of Health, Physical Education and Recreation offers B.S., M.S., and Specialist degrees in Education with a major concentration in School Health Education. Contact Professor Wayne Worick at 312/995-2292 for further information.

Eastern Illinois University is located in Charleston, Illinois (61920). The Department of Health Education in the

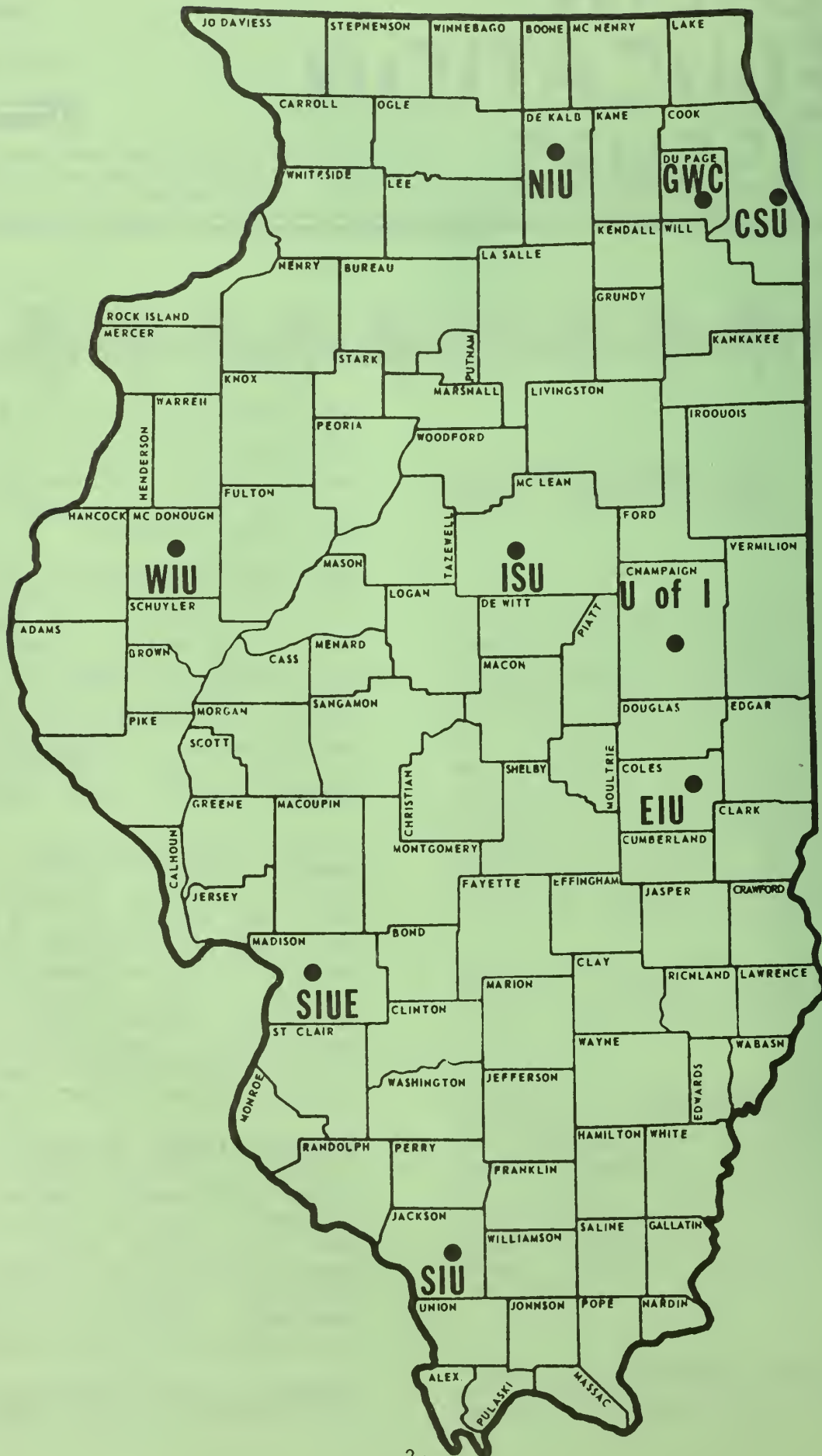
Lantz Building offers a B.A. degree in Health Education with major concentrations in School or Community Health Education. Contact Assistant Professor Kathleen Doyle at 217/581-5761 for further information.

George Williams College is located at 555 31st Street in Downers Grove, Illinois (60515). The Department of Natural and Health Sciences offers a B.S. degree in Community Health Education and an M.P.H. degree with emphases in Health Education or Health Administration. Contact Associate Professor Ruth Ann Althaus at 312/964-3100 for further information.

Illinois State University is located in Normal, Illinois (61761). The Department of Health Sciences in Moulton Hall (103) offers B.A., B.S., degrees and a B.S. in Education degree with a major in School or Community Health Education, as well as a M.S. degree in Health and Physical Education with a concentration in Health Education. Contact Program Director Roger Weller at 309/438-8329 for further information.

Northern Illinois University is located in DeKalb, Illinois (60511). The Department of Physical Education in the College of Education (Evans Fieldhouse, Room 110) offers a B.S. degree in General Studies with a major in Health Education. Contact the Health Education Coordinator David C. Mason at 815/753-1296 for further information.

Southern Illinois University is located in Carbondale, Illinois (62901) and in



Edwardsville, Illinois (62026). The Department of Health Education in Carbondale offers B.S., M.S., and Ph. D., degrees in Education with concentrations in School Health Education, Community Health Education, Industrial Health and Safety Education. Contact Administrative Assistant Phyllis McCowen at 618/453-2777.

The Department of Health, Recreation and Physical Education at Edwardsville offers a B.S. degree in School Health Education. Contact Assistant Professor Mel Goldsmith at 618/692-3226 for further information.

University of Illinois is located in Champaign, Illinois (61820) and at 2035 West Taylor Street in Chicago, Illinois (60612). The Department of Health and Safety at 1206 South Fourth Street, Champaign offers a B.S. degree in Health and Safety with emphases in Community Health Education, Health Planning and Administration, Occupational Health and Safety, and School Health Education. The M.S. degree offered includes emphases in Community Health Education, School Health Education and Safety Education. The Ph. D. degree is offered in Health and Safety. Contact Professor Donald B. Stone at 217/333-0144 for further information.

The School of Public Health at the Health Sciences Center in Chicago offers an M.P.H. degree with major emphases in Environmental and Occupational Health Sciences, Health Resources Management, Community Health, Sciences, Epidemiology/Biometry. Contact Alan Gorr at 312/996-5759.

Western Illinois University is located in Macomb, Illinois (61455). The Department of Health Sciences at 402 Stipes Hall offers B.S. and M.S. degrees with a major in Health Education and emphases in School Health Education or Community Health Education. Contact Professor Robert Synovitz at 309/298-1076.

ILLINOIS PUBLIC HEALTH
ASSOCIATION'S
44 TH ANNUAL MEETING
CHICAGO AMERICANA-CONGRESS HOTEL
APRIL 25-27, 1984

The theme for the Annual Meeting is "Public Health in Motion" with the emphasis on health promotion.

Highlights of the meeting will include:

- ** Keynote address by David Sencer, M.D., former Director of Centers for Disease Control
- ** Relevant technical programs for major disciplines of public health
- ** A job exchange center
- ** A medieval feast at King's Manor for the first 200 registrants

Come to enjoy the annual meeting and Chicago.

- ** Easy access to the Americana-Congress
- ** Discounted food rates and discounted parking near the hotel
- ** Information center to highlight Chicago attractions

For additional information, contact Pat Gross at the Cook County Health Department (312) 865-6303. Pre-registration information is now available.



HEALTH PROMOTION CONFERENCE

The Second Annual Health Promotion Conference presented by the Illinois Public Health Association will be held at the Hilton Inn, Springfield, Illinois, on June 27 and 28, 1984. The conference, "Lifestyle in the 80's", focuses on continuing education and training for professionals interested in Wellness and Health Promotion

Strategies. Susan Addis, APHA President, will present the keynote address, "Health Promotion in the 80's". Wednesday sessions include; stress management, health risk appraisal, environmental management, and health promotion policies in government. Stress reduction activities at the Springfield YMCA will be followed by a dinner and dance Wednesday evening. Thursday sessions feature worksite health programming. Pre-registration fees are \$20 for students and \$35 for all others. Conference brochures will be available after April 1, 1984. Contact Rita Ward, Division of Education and Information, 217/785-2060, for further information.

"THE WELLNESS OPPORTUNITY: FOR YOU AND OTHERS"

This seminar is sponsored by the Carle Wellness Center, Urbana, Illinois, and will be held on June 8 and 9, 1984.

This one and one-half day seminar is designed to familiarize professionals such as nurses, health educators, counselors, social workers, and physicians, with the practices of wellness, thus enabling them to encourage wellness lifestyles among patients, clients, students and other community persons. The seminar will also focus upon personal lifestyle changes through a personal health and fitness inventory.

The keynote speaker will be Donald A. Tubesing, M. Div., Ph.D. Dr. Tubesing will deliver three consecutive presentations regarding: Wellness as Self-Care, Wellness as Care-Giving, and Wellness as the Healthy Balance.

Other program topics will include stop smoking interventions, nutrition interventions, the physician's role and motivating clients to change.

For conference brochures or for registration information, write Sandy Kammermann, Carle Wellness Center, 602 W. University Avenue, Urbana, Illinois 61801.



BEHAVIORAL RISK FACTOR SURVEILLANCE SYSTEM

The Division of Education and Information has received a federal grant from the Centers for Disease Control (CDC) to establish a Behavioral Risk Factor Surveillance System. The system is an ongoing month-to-month survey of Illinois citizens assessing risk factors and risk taking behaviors including: hypertension, smoking, diet and nutrition, exercise, and drinking. A minimum of 50 interviews are to be completed each month for the duration of the project (three years). Monthly data will be forwarded to CDC for comparison to the other 19 funded states.

As of February, telephone interviewers have been trained and the first set of interviews completed.

More information about the Surveillance System may be obtained from Darrell Patterson, Illinois Department of Public Health, Division of Education and Information, 535 West Jefferson, Springfield, Illinois 62761. Or call 217/785-2060.

HEALTH PROMOTION AWARDS

The Department of Health and Human Services and Secretary Margaret Heckler have chosen two Illinois programs to receive Awards for Excellence in their Health Promotion Awards Program. Thirty-five programs received national awards representing 22 states.

The two Illinois programs were the Heart of Uptown Coalition - WIC Screening Program, Heart of Uptown Coalition and Chicago Department of Health; and A Voluntary Health Organization as "Honest Broker" of a Smoking Cessation Program, Chicago Lung Association and Department of Psychology, University of Illinois at Chicago.

The Chicago Department of Health (DOH) and the Heart of Uptown Coalition (HOUC) work together in providing supplemental food, nutrition education and access to health care for nearly 3,000 community residents. HOUC arranges for volunteers and a location for screening while the DOH provides two nutritionists and a technician to take blood samples. In accordance with the Objectives for the Nation, the program plans to reduce the infant mortality rate by 10 percent each year until 1990. The Uptown WIC outreach program demonstrates a cooperative effort that is replicable in other communities.

The project, conducted jointly by the Chicago Lung Association and the Department of Psychology at the University of Illinois in Chicago, works to increase smoking cessation activities through the development of a network of volunteers and community agencies. The program shifts time and energy away from direct services to a limited number of smokers who want to quit to an expanded role as organizer in the community. This expanded role for a voluntary health organization can increase the scope of smoking cessation activities at a minimum cost through the cooperation of existing human and community resources.

Winners will receive a certificate and plaque from the Director of the Illinois Department of Public Health.

SUPERHEALTH

"SuperHealth" is a school program, sponsored by the Carle Wellness Center of Carle Clinic Association, Urbana. It is designed to meet the health needs and interests of the adolescent. The SuperHealth team, comprised of health professionals, spends one day at junior or senior high schools providing information in an interesting and enjoyable health fair format.

The program is designed to supplement the materials received in the students'

health classes. The Carle display topics include: drugs, alcohol, smoking, sports, fitness, relaxation, nutrition, and making choices. Booklets are provided for the health teachers to use throughout the year.

Carle Clinic has been providing SuperHealth for four years. Over 6,000 students in a seven-county area have been reached. Evaluations by both the students and faculty have been quite favorable. Behavior change has been made by many students (and their parents) due to the information presented. One student wrote "I liked the presentation. It was easy to understand and it told me a lot of things that were important in life. And those are things I never used to think about." Another student wrote "Because of the information I took home my Mom and Dad stopped smoking."

For more information about SuperHealth contact Sandee Morrison, Health Education Coordinator, Carle Wellness Center, (217) 337-3494.

HEALTH EDUCATION COURSES

Southern Illinois University at Carbondale will be offering several short courses and workshops this summer at Carbondale. The following is a listing of the courses offered.

Epidemiological Approaches to Disease Prevention and Control, Health Education 401-3

Death Education, Health Education 402-3

Health Issues of Aging, Health Education 440-3

Women's Health, Health Education 441-3

Contemporary Specialized Laboratory Techniques, Motorcycles, Health Education 445A-3

Contemporary Specialized Laboratory Techniques, Evasive/Emergency, Driver Techniques, Health Education 445B-3

Computer Applications in Health Education, Health Education 455-3

Writing for Publication, Health Education 461-3

Mood Modification: A Holistic Look, Health Education 461-3

Health and Safety in a Work Setting, Health Education 461-3

Men's Health Issues, Health Education 461-3

Utilization of Educational Television in the Teaching of Health, Health Education 461-3

Recent Development in Research Methods in Health Education, Health Education 461-3

Epidemiological Research Methods, Health Education 461-3

Health Education Materials and Methods: An Update for Educators, Health Education 461

For further information concerning these courses contact:

Donald N. Boydston, Chairman
Department of Health Education
Southern Illinois University
at Carbondale
Carbondale, Illinois 62901
Ac 618-453-2777 or 453-2582



NATIONAL NUTRITION MONTH

These days, many people are concerned about being physically fit. And some form of physical exercise has become a part of the daily routine of many Americans. There is concern, however, that this involvement with physical

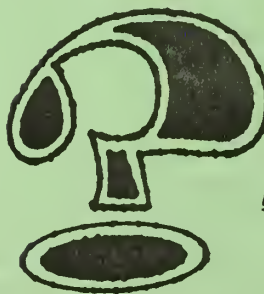
fitness does not include a commitment to proper nutrition. Illinois citizens need to know the importance of proper nutrition and to have the information which will help them make correct decisions about what they choose to eat.

The fact that March has been designated as National Nutrition Month provides an excellent opportunity for the Illinois Department of Public Health's Nutrition Program to wage a nutrition information campaign.

During March the Nutrition Program will be mailing a nutrition newsletter to YWCAs and YMCAs throughout the state. The newsletter will contain information about the importance of eating a varied diet and it will and it will dispel many food myths.

The newsletter also includes a form whereby readers can request additional information.

To obtain a copy of the Nutrition Newsletter please contact the Illinois Department of Public Health, Nutrition Services Section, Division of Health Promotion and Screening, 535 West Jefferson Street, Springfield, Illinois or call (217)782-2166.



ASK A DIETITIAN COLUMN

Dear Dietitian:

There is a wide variety of "fluid replacement" beverages on the market today for athletes. What is the best replacement fluid, and can I rely upon my thirst as a safe indicator of my fluid needs?

Signed,
S.J.

Dear S.J:

A variety of beverages is not as important as a variety of foods. In fact, the ideal beverage for the athlete is clean, cool water. Water is a substance of primary concern when profuse sweating accompanies prolonged strenuous exercise. Some individuals may lose as much as two to four quarts of sweat and four to five oz. of respiratory water per hour (six to eight lbs. of body weight) when competing in endurance events!

The loss of water through perspiration is also accompanied by a loss of body salts and electrolytes. However, sweat is a very dilute body fluid and many athletes imagine a much greater loss of salts and electrolytes than actually occurs. For example, the perspiration fluid of a well conditioned athlete will have less than one-third the salt and electrolyte content of blood plasma. So during perspiration, water loss is much greater than salt loss, causing the relative concentration of salt in the body fluids to increase!

Drinking electrolyte-containing replacement fluids, therefore, only heightens the body salt concentration. Instead, water is what is needed to replace sweat losses. Alcoholic beverages are a poor choice for water replacement because alcohol has a dehydrating effect upon the body. Recent research has further shown that a generous mixed diet -- typical of the very active person -- supplies an abundant excess of all salts and electrolytes that might be lost during heavy exercise.

Ordinarily, thirst is a reliable guide to the need for water. But, because of tension and anxiety and because of large amounts of sweat losses occurring over a relatively short period of time, thirst is an inaccurate indicator of water need during competition or heavy exercising. Sport participants, in fact, who heed their thirst tend to compensate for less than half their water loss in a 24-hour period! Repeated daily exercise sessions with inadequate water replacement, therefore, can lead to serious dehydration.

The effects of dehydration include fatigue, deterioration of performance, increased body temperature, reduced extra cellular fluid volume, reduced urinary volume, a decline in circulatory function, and frequently, collapse. A three percent weight loss leads to impaired performance; a five percent loss can result in some signs of heat exhaustion; a seven percent loss may produce hallucinations and impaired judgment and put the individual in the danger zone. A 10 percent weight loss can lead to heat stroke and circulatory collapse. Athletes should be encouraged to monitor their water losses through frequent, accurate weighings without clothes or shoes. Monitoring water loss is especially critical for the individual who exercises daily in warm weather and/or competes in lengthy tournaments or races.

Generally, a person cannot consume too much water. A good rule of thumb is to drink two to three large glasses of water several hours before an event and then approximately one cup of cool water or dilute fruit drink every 15 minutes of exercise.

Fluids taken before and during the event may not fully replace fluid losses, but partial replacement reduces the risk of overheating and dehydration. After the event, the athlete should continue to drink water at frequent intervals until weight loss has been regained. In addition, to insure adequate hydration and salt and electrolyte intake, a well balanced diet containing a variety of foods and beverages should be eaten.

If you have any questions concerning nutrition information, please submit them to "Ask A Dietitian," IDPH, Division of Education and Information, 535 West Jefferson, Springfield, Illinois 62761.

HEALTH EDUCATION AND INFORMATION RESOURCE COMPENDIUM

The Health Education and Information Resource Compendium, prepared by the Illinois Department of Public Health, is a two volume collection of printed materials and listings of audiovisual

materials available to the public through local health departments from the Illinois Department of Public Health. The compendium catalogs materials available from the Illinois Department of Public Health divisions including: Education & Information; Family Health; Health Promotion & Screening; Implied Consent; Dental Health; Disease Control; Food, Drugs & Dairies; Health Facilities Standards; Engineering & Sanitation; and the Office of Health Planning. Twelve copies of the compendium have been assembled to provide each Regional Health Office, the Division of Education and Information, and each of our three field representatives with samples of the Illinois Department of Public Health materials. If you would like more information regarding the compendium, call Rita Ward at 217/785-2060 for further information.

PLAN TO ATTEND

Come to the Illinois Public Health Association's Second Annual Legislative Workshop and learn how to make your voice heard in Springfield.

The workshop is scheduled for April 3 and 4, 1984 at the Hilton Inn, Springfield. The workshop will focus on effectively influencing the legislative process. The program will include a brief review of the basics of the legislative process and an outline of current legislation pertinent to public health. Influencing the legislative process will be considered from the standpoint of both lobbyist and legislator. Mike McClain, formerly a House Leader of the Illinois General Assembly and currently practicing law in Quincy, will be on hand to discuss this issue. He will then serve as moderator of a panel of legislators who will address the pros and cons of lobbying.

Building a grassroots coalition for the development of local support will be discussed by Daniel Swartzman, Assistant Professor of Health Resources Management at the University of Illinois School of Public Health in Chicago. Helen Heyrman, Executive Director of the

Illinois Council of Home Health Services will address communicating effectively by letter, and William Bell, Assistant Legislative Liaison, Illinois Department of Public Health, will address testifying before a committee. Key legislative issues in Illinois and surrounding states will also be investigated. Dr. C. William Keck, Director of Health, Akron Department of Health, and member of the APHA Executive Board will conclude the program by looking at issues beyond Illinois.

There will be an evening reception for the legislators and an opportunity will be provided to tour the Capitol, sit in on committee hearings and meet individually with the legislators in the Capitol.

Plan to attend on April 3 and 4 and learn how to make your voice be heard. For further information, contact Sue Ramirez, Workshop Chairperson at 217/782-4674.

CAREER OPPORTUNITIES

The state of Nebraska has a position available for a Health Promotion/Health Education Division Director.

Must have coursework or training in: community health education, adult/continuing education or health related field (masters degree preferred) AND experience in the field of public health education related to a health promotion/risk reduction agency which included managerial or supervisory responsibilities and responsibility for developing, evaluating and supervising health education program activities, assessing health needs, writing and designing educational and informational materials, training aids and presentations and preparing grant proposals.

For further information and application contact the Personnel Division, Nebraska State Department of Health, 301 Centennial Mall South, Lincoln, NE 68509 or phone (402) 471-2161.

CORRECTION

In the last edition of Health Education Issues in the article Baby, You're Okay, the first statement read, "Each year in Illinois, the number of teenagers who became parents increases." This statement is not correct. Below are the number of births to teenage mothers for the past ten years.

<u>Years</u>	<u>Births to Teenage Mothers*</u>
1972	33,308
1973	32,078
1974	31,329
1975	31,120
1976	29,778
1977	29,885
1978	28,634
1979	29,800
1980	29,783
1981	27,460
1982	25,566

*Data provided by Comprehensive Health Planning of Northwest Illinois.

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

MARK YOUR CALENDARS

The theme for this year's Eye Health and Safety Conference is "Eye Safety for Children -- Do's and Don'ts." The intended audience for this conference is nurses, health educators, patient educators, etc.

The conference, co-sponsored by the Illinois Department of Public Health and the Illinois Society for the Prevention of Blindness, will be held in two different locations: On April 11 at the Hillside Holiday Inn, in Hillside and on April 12 at the Champaign Holiday Inn in Champaign. There is a \$10 registration fee.

For further information concerning this conference, contact Michael Larson, Vision and Hearing Coordinator at (217)782-4733.



ILLINOIS DEPARTMENT OF PUBLIC HEALTH
Division of Education and Information
535 West Jefferson Street
Springfield, Illinois 62761



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HEALTH EDUCATION ISSUES

*A Publication of the Illinois Department of Public Health
Division of Education and Information
Janet Laverdiere, Editor — (217) 785-2060*

JULY, 1984

VOLUME 2, NUMBER 2



SAFETY AND HEALTH EDUCATION PROGRAMS FOR YOUR COMMUNITY

Are you looking for a safety program to supplement Fire Prevention Week or Farm Safety Week? Choose from 15 programs offered free to school and adult groups, clubs, church, farm, civic and industrial organizations.

These professional presentations are provided as a public service of Country Companies. By promoting better safety and health habits for you and your family through education, Country Companies hope to reduce fatalities, injuries, and claims costs resulting from accidents and poor health.

Safety program selections include:

- ★ Auto Skid Demonstration
- ★ Alcohol and The Driver
- ★ Driving Tips to Avoid Accidents
- ★ Defensive Driving Course
- ★ Don't Be A Blob
- ★ Home Fire Safety Demonstration
- ★ Fire and Your Safe Escape
- ★ Using Wood Burners Safely

- ★ At Home With Safety
- ★ Crime Prevention
- ★ Tractor Safety
- ★ Farm Machinery Safety
- ★ Farm Family Safety Seminar

Health program selection includes:

- ★ Managing Stress and Your Health Workshop

To request a program, telephone a Country Companies agent at your county Farm Bureau office. (Check the yellow pages under Insurance.)

For further information concerning Safety and Health Education programs, contact James L. Williams, Associate Director, Public Relations, County Companies, Bloomington, Illinois, 309/557-2222.

SECOND NATIONAL HEALTH EDUCATION RISK REDUCTION CONFERENCE

This past April 24-26, the Center for Health Promotion and Education (CHPE), Centers for Disease Control (CDC), and the Conference of State and Territorial Directors of Public Health Education (CSTDPE) sponsored the second National Health Education-Risk Reduction Conference in Little Rock, Arkansas. The theme of the conference was "Building A National Partnership: A Declaration of Interdependence."

DEPOSITORY

JUL 15 1984

UNIVERSITY OF ILLINOIS
AT URBANA-CHAMPAIGN

Most of the 50 states were represented by their state health departments. The conference was divided into three major sessions. The first session was called "Action Exchange" and entailed health departments sharing information about a success they have had and a problem they are trying to correct. The second session was called "CDC-CHPE New Directions" wherein the Center for Health Promotion and Education presented six national programs in which they are currently involved. Finally, the third session was presented by the Conference of State and Territorial Directors of Public Health Education and had six round table discussions concerning topics of interest determined by a survey of CSTDPHE members.

Also, each state brought to the conference information on its health education sections or units to be copied and made available to all other states. Included was information on activities (plans), organizational charts, job descriptions and salary ranges.

The conference was worthwhile and should very much influence future networking among state health departments.



ISOPHE OFFICERS (1984)

New ISOPHE (Illinois Society For Public Health Education) officers were announced at the business meeting at the Illinois Public Health Association Conference in April. The 1984 officers are:

President - Tom O'Rourke
University of Illinois
President-Elect - Alan Rabe
Illinois State
University
Vice President - Michael Jackson
Western Illinois
University
Secretary-
Treasurer - Darrell Patterson
Illinois Department
of Public Health

Board of Trustees - Kathy Doyle
Eastern Illinois
University
2 year term
Judy Drolet
Southern Illinois
University
2 year term
Kim Kaczmarek
American Cancer
Society
1 year remaining
John Weber
American Lung
Association
1 year remaining

Immediate

Past President - Bill Keever
Western Illinois
University

National

Representative - David Macrina
University of
Illinois

Any and all ISOPHE members are encouraged to provide input for the fall conference to Alan Rabe. This input might include ideas for the theme, specific presentations, specific speakers or any other ideas that will help promote our fall meeting. Alan can be reached at the Department of Health Education, 103 Moulton Hall, Illinois State University, Normal, Illinois 61761. Let's all get behind Alan and have a great fall conference.

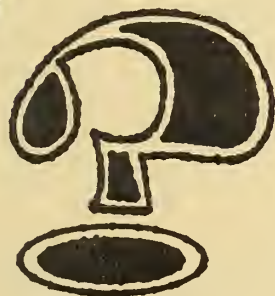


PUBLIC HEALTH PAMPHLETS

Designing and producing educational pamphlets for public health programs is costly and time-consuming. Local health departments may not have the staff needed to produce high quality pamphlets. However, the Peoria City/County Health Department has already developed a number of attractive appropriate pamphlets for public health programs.

These useful pamphlets can be printed with the name, logo, and address of your health agency. You can purchase these pamphlets with your name already printed on them for the cost of printing alone. Your agency saves the cost of designing and producing materials.

For more information on how to have public health pamphlets printed for you contact: Bruce Steiner, Senior Health Educator, Peoria City/County Health Department, 2116 North Sheridan Road, Peoria, Illinois 61604 or call (309) 685-6181.



ASK A DIETITIAN

Dear Dietitian:

I have high blood pressure and my doctor has recommended a low sodium diet. I live alone and eat frequently at restaurants. What food suggestions do you have for restaurant meals?

C.A.

Dear C.A.:

If your doctor has advised you to cut down on sodium, be sure to get more detailed information on the specific restricted level of sodium intake. Following a reduced sodium diet is not easy. Therefore, it's important to know the level of sodium you are permitted per day. It could be as low as 500 mg. or up to 2,000 mg. or higher, depending on your particular condition. Once you know your daily sodium allowance you will be able to select a variety of foods within that allowance.

However, here are a few suggestions that would help you reduce your intake of sodium while eating out.

1. Most restaurants will broil steaks, fish, poultry, lamb or veal chops, etc., without salt as requested. Remove skin from poultry and breading from breaded items.

2. Baked and broiled potatoes are low in sodium if served without salted butter or margarine. Creamed, mashed or scalloped are always higher in sodium.
3. Meat cooked in large pieces, such as roasts will contain less salt than stews. Avoid bacon, sausage, cured and canned meat.
4. Fresh fruit may be prepared and served without salt.
5. Choose cranberry sauce, apple sauce or mint jelly with meats instead of gravy.
6. A breakfast may include fresh fruits, a ready to eat cereal (shredded wheat, puffed rice, puffed wheat) and a cooked egg.
7. Select raw vegetable salads in preference to cooked vegetables. Substitute lemon juice or vinegar/oil on the side for salad dressing.



THE ILLINOIS CHILD
PASSENGER SAFETY
ANNUAL CONFERENCE
AUGUST 3-4, 1984
CHAMPAIGN-URBANA
ILLINOIS

Child passenger safety is an important issue for many of us. Even though 43 states and Washington D.C. have laws mandating that children be protected while traveling in motor vehicles, motor vehicle injuries continue to be the number one killer of children. The Illinois Child Passenger Safety Association (I.C.P.S.A.) is planning a statewide conference August 3-4 in Champaign-Urbana. The meeting will be held on the University of

Illinois campus, which not only offers excellent conference facilities but also sports facilities, eateries and entertainment.

The theme this year is enforcement of the Child Passenger Protection Act plus discussion of new issues.

Conference features include:

1. a nationally known speaker from the National Highway Traffic Safety Administration in Washington, D.C.
2. representation from the National Child Passenger Safety Association
3. review of legislation and a national update
4. examples of enforcement programs
5. the use and misuse of safety seats
6. the issue of safety belts on school buses

Now that we have the law, there are new issues which need your help and support. Registration information will be directly sent to I.C.P.S.A. members. Other interested people please call Susan Wilson Rani at 217-782-5865 or write I.C.P.S.A., Box 3904, Springfield, Illinois 62708. We hope to see you there!

A TRIBUTE TO BINAROZELLE C. FERGUSON, M.P.H.

Binarozelle C. Ferguson, Director of Health Education at the Chicago Department of Health, died April 7, 1984, after returning from a trip. She was 66.

Mrs. Ferguson had been with the department for 23 years. She was responsible for patient education, school health education, and the adopt-a-mom volunteer program to help single mothers.

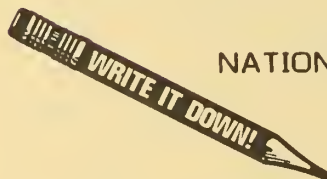
"She comes from that genre of shoe-leather health educators that went from home to home teaching personal hygiene and how to take care of babies," said Dr. Reggie Jones, Director of the department's Office of Health Education.

From 1944 to 1949, Mrs. Ferguson, who was born in Indianola, Mississippi, taught elementary school in the South. She then became assistant health educator for the Mississippi Board of Health.

Later she worked for the Tuberculosis Institute of Chicago and Cook County as a consultant and as a probation officer for the Family Court of Chicago and Cook County.

PLAN NOW TO ATTEND.....

American Public Health Association
112th Annual Meeting, November 11-15,
1984, Anaheim, California. Theme:
"Shaping the Nation's Health Agenda."



NATIONAL HEALTH EVENTS

January

Birth Defects Prevention Month
National Volunteer Blood Donor Month

February

American Heart Month
National Children's Dental Health Month

March

Mental Retardation Month
National Nutrition Month
Red Cross Month
March 4-10, Save Your Vision Week
March 18-24, National Poison Prevention Week
March 18-24, Children and Hospitals Week

April

Cancer Control Month
April 7, World Health Day
April 30-May 4, Save the Children Week

May

Better Hearing and Speech Month
Correct Posture Month
Mental Health Month
National Arthritis Month
National Foot Health Month
National High Blood Pressure Month
National Physical Fitness and Sports Month

Older Americans Month

May 6-12, National Hospital Week
May 6-13, National Tuberos Sclerosis Week
May 13-19, National Nursing Home Week
May 20-26, National Digestive Diseases Awareness Week

June

Dairy Month
June 3-9, National Safe Boating Week

September

National Rehabilitation Month
National Sight Saving Month
September 16-22, Cystic Fibrosis Week
September 19-25, National Farm Safety Week
September 23-29, National Community Health Center Week

October

National Spinal Health Month
Sudden Infant Death Syndrome Awareness Month
National Family Sexuality Education Month
October 7-13, Fire Prevention Week
October 13, National Running and Fitness Day
October 14-20, National Disabled Awareness Week
October 21-27, National Lupus Awareness Week

November

National Alzheimer's Disease Month
National Diabetes Month
National Epilepsy Month
November 15, Great American Smokeout

December

Christmas Seals Campaign

Information Provided by the National Association of Community Health Centers, Office of Health Promotion and Marketing, 1625 I Street, N.W., Suite 420, Washington, D.C. 20006, (202) 833-9281.

Please help up evaluate the Health Education Issues Newsletter. After filling out the evaluation form, please return to the Division of Education and Information.

EVALUATION HEALTH EDUCATION ISSUES

1. What is your profession?

health educator	administrator
nurse	sanitarian
patient educator	student (full-time)
professor	other, specify _____

2. How many issues of Health Education Issues have you read in the past year? (Circle One)

1 2 3 4

3. With how many people in your organization do you share each copy of Health Education Issues? (Circle One)

1 2 3 4 5
6 7 8 9 10 11

4. Does someone in your organization save the editions of Health Education Issues?

Yes No Certain Issues

5. How do you rate the following aspects of Health Education Issues? (Excellent-3; Good-2; Fair-1; Poor-0)

_____ A. Overall	_____ D. Content
_____ B. Writing style	_____ E. Ask a dietitian column
_____ C. Layout/... graphics	_____ F. Timeliness of articles

6. Are the articles provided in the newsletter beneficial and interesting?

8. Is there a topic or program you would like to have included or discussed in greater detail in future newsletters?

7. Can you recall any specific articles that were particularly helpful or interesting?

9. Do you feel the newsletter is a helpful networking tool for health professionals?

- 6 -

ILLINOIS DEPARTMENT OF PUBLIC HEALTH
Division of Education and Information
535 West Jefferson Street
Springfield, Illinois 62761

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HEALTH EDUCATION ISSUES

A Publication of the Illinois Department of Public Health
Division of Education and Information
Janet Larson, Editor - (217) 785-2060

September, 1984

Volume 2, Number 3

SICKLE DISEASE

September - National Sickle Cell
Disease Month

Since the designation of September as Sickle Cell Disease Month, the Comprehensive Sickle Cell Center (CSCC) of the University of Illinois at Chicago has used the month to highlight current works and accomplishments in the area of Sickle Cell Disease (SCD) to the public and health care professionals. September is also used to accentuate public and professional education on the general aspects of sickle cell disease and sickle cell trait.

Sickle cell disease refers to a group of inherited blood conditions which include sickle cell anemia, hemoglobin SC disease and sickle B-thalassemia. Of these, the most common and potentially severe is sickle cell anemia. Hemoglobin found inside the red blood cell (RBC) causes the RBC to sickle upon release of oxygen to the body tissues. This change in the shape of the RBC causes a blockage in the small blood vessels. The end result of this blockage is chronic pain, tissue and/or organ damage.

At the present time, there is no known cure for sickle cell disease. Adequate medical management, psychosocial considerations, health education and counseling have been shown to substantially ameliorate the impact of sickle cell disease on the client and the family. Sickle cell trait, on the other hand, is a nonsymptomatic hemoglobin type in which a person has the

possibility of passing the sickle gene to his or her children. Although persons with sickle cell trait do not require medical intervention, they do need a thorough understanding of their particular type of hemoglobin.

Sickle cell disease is the most prevalent genetic disease found in America. In the Chicago area alone, it is estimated that over 125,000 blacks are at risk, that is, either having the disease or being a carrier of the sickle cell trait. The sickle hemoglobin which is responsible for the disease may also be found among Hispanics, Italians, Greeks, Turks, Sicilians, Indians and Caucasians from the Mediterranean area.

The following programs are specifically planned for late August and the month of September, the Sickle Cell Disease Month.

Sixth Annual Sickle Cell
Scholarship Awards
sponsored by the CSCC Community
Advisory Council and the Westside
Association for Community Action
August 23

Dedication of the Family Support
Center
co-sponsored by the Midwest
Association for Sickle Cell Anemia

All-Day Workshop for
Professional/Student Nurses
entitled "Role of the Nurse in
Caring for the Sickle Cell Disease
Family"
DEPOSITORY
September 5

OCT 29 1984

Mini (1-hour) Lecture Series:
Medical Research Update
September 11 12-1 p.m

Progress in the Study of SCD
September 20 12-1 p.m.

Psychosocial Issues in SCD
September 27 12-1 p.m.

For further information contact:
Comprehensive Sickle Cell Center of
the Health Sciences Center
University of Illinois at Chicago
1919 West Taylor Street
Chicago, IL 60612
(312) 996-7013



ASK A DIETITIAN

Dear Dietitian:

What should I look for when shopping for a weight control program?

Anita Lose

Dear A.L.:

Before shopping for a program that suits you, it is important that you make what will probably be the biggest decision you will have to make: that YOU are READY to do something about your weight. This is a big decision because losing weight is a serious matter; something which will require a lot of time, commitment, motivation and effort. So, once you have made the decision to lose weight, you will want to pick a program that will help you succeed, not just in losing that weight in a healthy manner, but in changing your habits to keep it off permanently.

The following checklist is offered to help you investigate any program or services. Be sure to ask questions. You have a right to know what you are considering getting into. Remember, if

the program is a money-making business, shop as carefully as you would for any other purchase. Look for a "yes" answer to the following questions:

Is the program sponsored by a reputable organization (hospitals, universities, national organizations such as the American Heart Association, the American Dietetic Association, etc.)?

Has the program been in the area long enough for you to know that you can depend on it still being there during your weight loss program and after, when you are learning how to keep the weight off (one year or more)?

Are program instructors adequately trained to help you with your weight problem? Do they have a Registered Dietitian on staff? (To find out, you must ask if the instructors are professionally trained in the subject area they are teaching. For example, would you go to a dentist to get your eyes checked, or would you go to an eye doctor? Both are professionals in their own field.)

If joining the program involves signing a contract, are you free to take it home, read it thoroughly and think about it, without being pressured to sign it?

Does the program include nutrition education, exercise and behavior modification? If "yes", that's great; if not, can you get what is missing through another program or service? All three are important for permanent weight control.

Does the program consider your individual needs? If you are treated like one of the crowd, remember your weight problem is your weight problem, so how can your weight problem be treated like everyone else's?

Does the program recommend a gradual weight loss? Weight loss faster than 1/2 to 2 lbs. each week usually results from a loss of body

fluid. Your body is mostly made up of fluid. Every cell of your body needs fluid, so this kind of weight loss is only temporary. When your body replaces these fluids, naturally your weight goes back up. What you really want to lose is fat, which only comes off a little at a time.

Does the program offer you follow-up, once you've lost the weight, to help you succeed in weight control? Remember, losing weight is only half the battle.

If the program includes a diet, is it one you can live with for the rest of your life? If you can't imagine staying on it for longer than it takes to lose the weight, then think twice. How can you achieve a permanent weight control with a temporary diet?

If the program includes a diet, is it nutritionally well balanced? An easy way to check is by following the guidelines of the Basic Four Food Groups for a balanced daily diet: meat group, 2 servings; milk group, 2 to 4 servings; fruit/vegetable group, 4 servings; bread/cereal group, 4 servings. Remember, while diet supplements (vitamins, minerals, etc.) can provide you with nutrients that are known to be required by man for good health, they can't provide you with nutrients man has not discovered he needs.

Does the organization keep statistics on the number of individuals who have lost weight, or more importantly, maintained their weight loss following the program? Are these statistics available to you in black and white?

Once you have an idea of what a program is like, you are on your way to choosing a program which is suited to your individual needs.



NEW HEALTH EDUCATOR

DIVISION OF EDUCATION AND INFORMATION

Lois Robinson joined our staff August 1. She has taught elementary school in Pike County, Illinois for the last eleven years. She holds a master's degree in health education from Western Illinois University. Lois will provide health education consultation and assistance to the Illinois Department of Public Health, Regions 1 and 7. She will be involved specifically in programs concerning safety, drug and alcohol abuse education, and health risk appraisals.

POSITION AVAILABLE

Executive Director

The West Central Illinois Health Systems Agency is seeking an Executive Director to administer an 18-county Health System Agency and a subsidiary 501(c)(3) agency. The position requires a Masters Degree or equivalent in Public Health, Health Administration or related field and at least three years of related experience with increasing responsibility. Management and marketing experience is essential. Knowledge of P.L. 93-641 and amendments required. Salary Range: \$26,000 - \$30,000. Please send resume, references and salary history to:

Search Committee
West Central Illinois
Health Systems Agency
One West Old State Capitol Plaza
Suite 412
Springfield, Illinois 62701

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SHAPING THE NATION'S HEALTH AGENDA
AMERICAN PUBLIC HEALTH ASSOCIATION
112th ANNUAL MEETING
NOVEMBER 11-15, 1984
ANAHEIM CONVENTION CENTER
ANAHEIM, CALIFORNIA



SOURCES OF HEALTH

The revision of Sources of Health Information, a resource document which lists organizations that provide health related materials to the public is complete. Single copies have been distributed to all local health departments in Illinois. Additional copies are available upon request from: Illinois Department of Public Health, Division of Education and Information, 535 West Jefferson, Springfield, Illinois 62761, telephone (217) 785-2060.

WHAT'S HAPPENING AT LOCAL HEALTH DEPARTMENTS

Effingham County

The Effingham County Health Department has just begun to scratch the surface regarding the implementation of health promotion activities in the County. The daily and local newspapers have been very cooperative; since December they have printed all 29 news releases submitted! The topics have ranged from preventive health to services offered by the department. The in-town radio stations receive copies of the releases and use

them in their local news casts. Members of the department present a program each month on the air as part of a radio health series sponsored by a local station.

A pilot bulletin board project has been implemented in three county schools (elementary, junior-high and high-school). At the first of each month the information is changed. The themes are geared toward areas of health promotion and wellness. Pamphlets and brochures are made available to students through guidance counselors and teachers.

A literature rack displayed in the Effingham Mall serves as a centrally located information center. The number of brochures distributed is recorded for monthly statistics. The rack is updated weekly and the subject matter is replaced monthly.

Health promotion information is distributed to the nutrition sites and senior center in the county. In conjunction with the Midland Area Agency on Aging a different aspect of health promotion will be circulated every three months.

Illinois Employee Fitness Day will be the kick-off for health promotion/wellness among department employees. The voluntary program for fitness day includes a 2-mile course for jogging, walking and cycling. Aerobic exercise, new games, stress challenge activities and relay races are also included.

COOK COUNTY

The Cook County Department of Public Health has developed a series of high blood pressure classes and a compliance program to help patients with hypertension learn to live with their disease.

The free service deals with all aspects of high blood pressure, including etiology, the use of medication, and the modification of lifestyle behavior necessary to control the disease. The topics for the six classes will be background information, medication, nutrition, exercise, stress, smoking, and alcohol.

Individual counseling and goal setting will also be an important part of each session.

Patients from private physicians' offices, hospital clinics and other medical facilities will be invited to participate in the classes.

The classes will be conducted in the physicians' facilities so that patients may attend the classes in conjunction with their doctors' appointments.

The Cook County Department of Public Health instructors will work closely with each doctor to assure that the patient is receiving consistent information. In this way, the instructors will act to reinforce the doctor's instructions.

"High blood pressure is a disease that must be dealt with every day", said Dr. Karen Scott, Medical Director of the Cook County Department of Public Health. "It can't be cured, but it can be controlled through medication and a change of lifestyle. Learning about the disease and changing daily habits can mean the difference between living a normal life and suffering from heart or kidney failure or a stroke. Our classes are geared toward helping hypertensives develop a healthier lifestyle".

The high blood pressure classes are just one phase of the Cook County Department of Public Health hypertension program. The agency holds blood pressure screening sessions and maintains a tracking system. The tracking system provides participants with information and reminders to have their blood pressure checked and also records their progress.

To obtain an outline of the program, contact Addie Reninger, Director of Health Education, (312) 865-6100.



HEARING AID CONSUMER PROTECTION ACT

The Illinois "Hearing Aid Consumer Protection Act" was enacted into law by the 83rd General Assembly. The purpose of the Act is to protect the hearing impaired public from incompetent and dishonest dispensers of hearing aids who could endanger the health, safety and welfare of the people of this State.

Illinois Department of Public Health

The Illinois Department of Public Health is mandated to supervise the issuance of certificates to hearing aid dispensers, administer examinations to applicants for the hearing aid dispenser certificate, suspend or revoke certificates or take other disciplinary actions, if the provisions of the Act are violated, and to promulgate rules necessary to implement this Act, which became effective July 1, 1984.

Under the direction of the Division of Health Promotion and Screening, Vision and Hearing Section, the Department will initiate a four point action plan to implement Public Act 83-0928.

1. Health Promotion - Consumer Education
2. Continuing Education for Dispenser of Hearing Aids
3. Certification of Dispensers of Hearing Aids
4. Follow-up and Investigation of Complaints

What the Consumer Should Know About the Hearing Aid Consumer Protection Act

1. No person shall engage in the selling, practice of fitting, dispensing or servicing hearing aids, or display signs, advertise, or represent oneself as a person who practices the fitting and selling of hearing aids after January 1, 1985, unless such holds a current certificate issued by the Department as provided in this Act.

2. The certificate shall be conspicuously displayed in the place of business. A sign must be conspicuously displayed in the dispenser's business and a written statement must be given to each hearing aid purchaser indicating that complaints regarding hearing aids may be made to the Illinois Department of Public Health.
3. Every person fitted and sold a hearing aid shall be given, at no charge, the "User Instructional Brochure" supplied by the manufacturer.
4. The dispenser shall provide a receipt to each hearing aid purchaser with the seller's signature, phone number, the manufacturer's specifications, the make, model and serial number of the hearing aid furnished, the dispenser's certification number, and the full sales term clearly stated. The receipt and container for a used hearing aid shall be clearly marked as such.
5. A hearing aid dispenser shall not sell a hearing aid unless the prospective user presents to the dispenser a written statement signed by a licensed physician which states that the patient's hearing loss has been medically evaluated.

The medical waiver requirement may only be waived by the patient when the patient is 18 years or older. The dispenser must inform the user that the exercise of the waiver is not in the user's best health interest and the dispenser cannot in any way encourage the buyer to waive medical evaluation.

6. Effective September 1, 1984, a toll-free telephone line will be provided to assist individuals in voicing a complaint or requesting information and/or assistance. This toll free telephone number is 1-800-572-3270.

HEALTH INTERNSHIP NETWORKING

The Division of Education and Information, Illinois Department of Public Health, will begin networking colleges/universities health education programs with agencies interested in placement of health education interns. A placement announcement form is being finalized this fall and will be distributed to all local health departments and any interested health agencies who have a need for graduate or undergraduate health education interns. The completed forms should be returned to Rita Ward at the Division of Education and Information and then photocopies of the internship announcement will be sent to all field placement coordinators in health education or M.P.H. programs in Illinois. Anyone wishing to be placed on the network mailing list or for any further information contact Rita Ward, Public Health Educator, at 217-785-2060.



ISOPHE FALL
CONFERENCE
OCTOBER 18-19, 1984

"TOOLS FOR SURVIVAL"

All those involved in health related activities who want to improve their skills are invited to the annual Fall Conference of the Illinois Society for Public Health Education (ISOPHE) at the Hilton Inn/Springfield on October 18 and 19.

The program will focus on the development of applied skills for the health practitioner. Audience participation will be encouraged. Some of the preliminary topics include:

Marketing
Networking
Evaluation
Targeting Population
Grant Writing
Role of Health Educators
A Student Special

Plus MORE MORE MORE !!!!!

The Conference will also include:

- a luncheon and keynote speaker
- a poster/exhibit session
(You or your agency are invited to participate. Space available on a first come-first serve basis.)
- a special practitioner-led session
- a special practitioner-led session for students
- a social hour
- a drawing for prizes

Every effort has been made to keep the cost reasonable. Pre-registration (before October 3) is \$20 for ISOPHE members and \$25 for non-members. Student pre-registration, \$10. On site registration, \$13.

A block of rooms at the Hilton has been reserved until October 4 at \$30 single and \$40 double.

Brochures are available upon request!

For more information contact:

Janet Laverdiere Larson, Chairperson
ISOPHE Fall Conference
Illinois Department of Public Health
535 West Jefferson Street
Springfield, IL 62761
(217)785-2060



A STUDY TOUR OF THE HEALTH CARE DELIVERY SYSTEM IN ENGLAND & SCOTLAND

Under the direction of Dr. Thomas O'Rourke and Dr. David Macrina, Professors at the University of Illinois at Urbana-Champaign, Department of Health and Safety Studies, a group of twenty-five students spent three weeks in England and Scotland during the Spring as part of a course studying the

health care system of the United States and Great Britain. The group visited several regional health authority offices (local and regional health departments) as well as several hospital and voluntary health agencies. The purpose of the trip was to examine the organization of the British National Health Service and the overall delivery of care in Great Britain as it relates to the system of health care delivery in the United States. A wide variety of people from throughout Illinois participated in the trip including nurses, medical students, health majors and students with an interest in the health sciences.

Each day's activities involved lectures by noted resident authorities and site visitations and encouraged the interaction of students with personnel from the British health care system. Among the agencies visited were the British Medical Association, British National Office of Health and Social Security, York District Hospital, Scottish Health Education Council, Glasgow Health Department, British Institute for Drug Dependency, University of York Institute of Social and Economic Research and the Middlesex District Hospital. Students were also given time to enjoy the sites and surroundings of England and Scotland and were encouraged to interact with local residents to attain the consumer's view of the health care delivery service. The study group visited the cities of London, York, Edinburgh and Glasgow.

Plans are being made for another study trip to England and Scotland in the Spring of 1985. Interested parties may contact Dr. O'Rourke and Dr. Macrina at the University of Illinois, Department of Health and Safety Studies, 217-333-2307. Potential participants need not be students at the University.

FALL CALENDAR OF EVENTS

October 3, 1984

ILLINOIS EMPLOYEE FITNESS DAY. The Illinois Governors' Council on Health and Fitness and a number of participating agencies, business and communities are promoting Illinois Employee Fitness Day. Employees will walk/run/bike over a two mile course during their regular lunch hour. This effort is targeted at employees who would become more active if given opportunity and encouragement. For further information contact Deb Martin at (217) 785-8216.

October 18 & 19, 1984

ILLINOIS SOCIETY FOR PUBLIC HEALTH EDUCATION - FALL CONFERENCE. "Tools for Survival" is the theme of this year's fall conference of the Illinois Society for Public Health Education. The conference, at the Hilton Inn Springfield, will focus on applied skills for the health practitioner including mar-

keting, networking, evaluation, the role of health educators and more. For further information contact Janet Larson, ISOPHE Chairperson, at (217) 785-2060.

November 15, 1984

THE GREAT AMERICAN SMOKE OUT. Contact your local American Cancer Society for further information about this year's event.

November 15-17, 1984

IAPHER FALL CONFERENCE, Arlington Park Hilton - Arlington Heights. The Illinois Alliance for Health, Physical Education and Recreation presents "Promoting Program Excellence" as the theme of the annual meeting which will include a Thursday health education workshop and various health education sessions. For further information contact Kathy Lawyer at (312) 299-4802.

ILLINOIS DEPARTMENT OF PUBLIC HEALTH
Division of Education and Information
535 West Jefferson Street
Springfield, Illinois 62761

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HEALTH EDUCATION ISSUES

A Publication of the Illinois Department of Public Health
Division of Education and Information
Janet Larson, Editor - (217) 785-2060



January, 1985

Volume 2, Number 4



CHALLENGES AND CHOICES

THE ILLINOIS PUBLIC HEALTH ASSOCIATION 1985 ANNUAL MEETING

All members are encouraged to attend the 45th Annual Meeting of the Illinois Public Health Association (IPHA). As Illinois' largest yearly gathering of public health workers, the IPHA Annual Meeting provides an opportunity to learn about and discuss the current "challenges" in public health. The Annual Meeting is set for April 24-26 at the Hotel Pere Marquette, Peoria, and promises to be both informative and entertaining.

The planning committee, chaired by Edie Sternberg, is busy finalizing plans for the meeting. It will offer a wide range of topics. A "sample" of topics includes; personal skills development, marketing of public health, osteoporosis, health impact of an aging population, environmental hazards, drunk driving, and work place related infections. A Keynote Speaker, Job Exchange, Fun Run/Walk and Poster Session will again be featured. Edie urges everyone planning to attend the Annual Banquet to order tickets early. The Banquet will be a fun filled evening of dinner theatre.

Members who belong to IPHA will receive additional Annual Meeting details in upcoming issues of the Viewpoint newsletter and a preregis-

DEPOSITORY

FEB 12 1985

UNIVERSITY OF ILLINOIS
AT URBANA-CHAMPAIGN

tration form by mail. Others who want further information should contact Edie Sternberg at the Illinois Department of Public Health, Division of Local Health Administration, 525 West Jefferson Street, Springfield, IL 62761, 217/785-4357.

CANCER QUIZ PAMPHLET

Cancer Quiz, a pamphlet adapted from a Hawaii Department of Public Health publication, is being printed and will soon be ready for distribution. The pamphlet, which is in question and answer format, reflects current research which seems to indicate that one can reduce one's risk of contracting cancer by modifying one's diet.

For further information call Lois Damashek, Illinois Department of Public Health, Division of Education and Information, 535 West Jefferson Street, Springfield, IL 62761, 217/785-2060.

PROJECT GRADUATION

A Project Graduation Weekend Workshop was held November 16-18. It was sponsored by the Interagency Prevention Planning Group, whose members are representatives from the following agencies: Secretary of State, Lieutenant Governor, Illinois State Board of Education, Department of Law

Enforcement, Department of Children and Family Services, Department of Alcohol and Substance Abuse, and the Department of Public Health.

The workshop was a training session on how to organize and host a chemical-free all night celebration. The program included sessions on fund-raising, accessing the media, involving parents and the community, prevention, and peer pressure. Activities included: a multimedia show concerning rebellion, independence, cooperation and learning and earning respect, entitled "Desperados"; a dance Friday and another on Saturday with a disc jockey each night; free time to enjoy the pool and activities at the Holiday Inn; and a pizza party.

Two teens and one adult from 31 schools across Illinois attended. Each team left the workshop with skills and enthusiasm and a plan to hold a chemical-free all night party in the Spring, either after prom or graduation.

If you are interested in organizing such a party and need assistance, contact Lois Robinson, Illinois Department of Public Health, Division of Education and Information, 535 West Jefferson Street, Springfield, IL 62761, 217/785-2060.

NEW HEALTH EDUCATOR

SPRINGFIELD DEPARTMENT OF PUBLIC HEALTH

Susan Boor joined the staff of the Springfield Department of Public Health on November 5, 1984, in the position of Health Educator. Susan worked in the Division of Allied Health at Southern Illinois University in Carbondale as a grant supervisor for 3 1/2 years before coming to Springfield. She holds a bachelor of science degree in biology from Illinois State University and a master's degree in community health education from Southern Illinois University. Her areas of interest include cancer prevention, children's health and safety, and health promotion for the aged. The Division of Education and Information would like to welcome Susan to the profession of health education.

3RD ANNUAL HEALTH PROMOTION/ DISEASE PREVENTION CONFERENCE

The Third Annual Health Promotion/Disease Prevention conference will be held May 22-24, 1985 at the Americana Congress Hotel in Chicago. The conference is co-sponsored by the Illinois Department of Public Health, Illinois Primary Health Care Association, Illinois Public Health Association and Region V, U.S. Department of Health and Human Services.

Program emphasis will include: Alcohol and Substance Abuse Environmental Health Hazards, Infant Mortality and Pregnancy Prevention, Physical Abuse and Domestic Violence, and Risk Analysis and Fitness.

Mark your calendar now and plan to be a part of the health promotion conference. Conference announcements and registration materials will be mailed in February of 1985!



ALCOHOL AWARENESS & OCCUPANT RESTRAINT WORKSHOPS

The Illinois State Board of Education will hold a series of alcohol awareness and occupant restraint workshops during the second semester of the 1984-85 school year.

The target audience of these half-day workshops will be classroom teachers and public agency health and safety professionals. The meetings will be scheduled by the Program Planning and Development Section of the Illinois State Board of Education, 100 North 1st Street, Springfield, IL 62777, 217/782-2826.

The meeting will be presented by classroom teachers who have been trained to demonstrate the instructional materials. The class level this year is K-6 with a future plan to expand through the 8th grade for the coming school year.

The locations and dates of the meetings are being coordinated by Mr. James Churchill. If you wish further information please contact him at the above address.

Health and safety professionals are encouraged to attend the meetings because many of the materials and instructional ideas will reinforce activities currently being done by their offices. There is also a need for increasing lines of communications between the school and other supporting agencies related to health education.



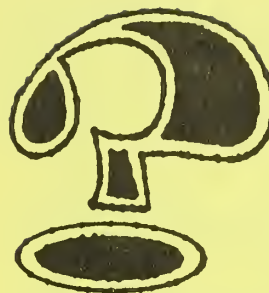
STATE SURVEY PROJECT REFUNDED

The Division of Education and Information has received continuation funding through August, 1986, for the Behavioral Risk Factor Surveillance System. The system entails completing 99 telephone interviews per month with reference to risk factors (hypertension, smoking, alcohol use, nutrition and lack of exercise) and individual risk taking behaviors.

Interviewing began in February, 1984 after five contractual employees were trained in telephone interviewing. Over 800 interviews have been completed to date. Each month data are sent to Centers for Disease Control for computer entry along with data from 19 other funded states, and analysis. Data are then returned to the states for use in future survey and program planning. We hope to release a one year progress report in late January.

For 1985, the project will have two IBM personal computers. These will be used in the interviewing process (data entry) and for some analysis. Also, through our field health educators, orientation to local health departments on planning and implementing local community surveys will begin.

More information may be obtained from the Project Coordinator, Darrell Patterson, Illinois Department of Public Health, Division of Education and Information, 535 West Jefferson Street, Springfield, IL 62761, 217/785-2060.



ASK A DIETITIAN

Dear Dietitian:

I'm starting on a diet today to lose 10 pounds in four days. The diet is called High Protein Diet. I would like to lose weight, but I am allergic to the grapefruit and grapefruit juice included in the diet. (I know this is a fad diet.) Can you give me information on other fad diets?

Rebecca P.

Dear Rebecca:

I have critiqued a few of the fad diets, however, I do not recommend any of them for a weight reduction plan. Here's why:

1. Grapefruit diet: this and some other diets assign magical qualities to certain foods. No foods "burn" calories--only activity burns calories.
2. Cellulite diet: Non-specific diet. The American Medical Association (AMA) has stated that there is no evidence of a substance such as cellulite in the body and that cellulite is a hoax.
3. Diet Pills: Many drugs are hazardous and after taking them a week or two, the appetite may return to normal and the lost weight may be regained. They do not teach new eating habits.
4. Dr. Stillman's diet: (high protein, low carbohydrate): The diet is not balanced and is inadequate in vitamin B₁, vitamin B₂, vitamin A, sodium, potassium, folic acid and many others. In a nutritional-

ly balanced diet, carbohydrate makes up about 40-50% of energy intake whereas in a low carbohydrate diet, only 10-15% of total energy comes from carbohydrate. While low carbohydrate diets are an effective, short term approach to weight reduction, weight is quickly regained once carbohydrate intake returns to normal levels. Numerous health hazards are associated with carbohydrate restricted diets including electrolyte imbalance, dehydration, fatigue, low blood pressure, nausea and increased risk of gout and atherosclerosis.

5. Liquid protein diet: A number of very low calorie (300-600) diets from high quality protein with added vitamins, minerals and sometimes a small amount of carbohydrate have been developed. When used under close medical supervision, these have been effective in adults who are 60% or more overweight. However, weight loss is poorly maintained and serious side effects include moderate ketosis, hair loss and lean body tissue loss. These diets are considered potentially dangerous and their use discouraged except under close medical supervision.

6. Simeon Weight Reduction Program/Human Chorionic Gonadotropin (HCG): A hormone extracted from the urine of pregnant women, has been promoted for weight loss. The plans which involved HCG also included an extremely rigid low calorie diet. The American Medical Association have concluded that the claims made for HCG are groundless and the side effects unknown and probably dangerous.

7. TOPS: Members receive a diet from their physician or devise

their own which could lead to a diet deficient in vital vitamins and minerals obtained from the four food groups. The main benefit of TOPS (Take Off Pounds Sensibly) is support.

8. Weight Watchers: The diet is fairly well balanced and includes promotion of exercise and behavior change. Although cost is involved, it may prove to be a modest expenditure for one's health.

9. Wired Jaws: The person will lose weight but when the wires are removed, weight gain usually resumes until the prewiring weight has been attained. The teeth may be shifted resulting in tooth decay and gum disease. New eating habits are not learned.

The following questions should be considered before choosing a weight reduction diet.

A. Does the diet offer a balanced assortment of vitamins and minerals, by promoting food from all of the food groups?

The diet should satisfy all nutritional needs except calories, but with suitable caloric additions, you should be able to adapt a pattern for lifetime eating once goal weight has been achieved.

B. Is the diet easy to obtain, whether at home or away?

C. Does the diet protect you from between meal hunger, from feeling tired, or give you a sense of well being?

D. Is the diet based on a nutrition secret that has never been revealed?

Remember, there are no nutritional secrets.

E. Is the source of the diet knowledgeable and well re-

spected in the field of nutrition?

Many times unskilled people make money by taking advantage of desperate people.

F. Does the diet plan encourage habits which are conducive to weight maintenance?

Maintenance of significant weight loss cannot be accomplished without a major and permanent change in lifestyle.

If you have questions concerning nutrition information, please submit them to "Ask a Dietitian", Illinois Department of Public Health, Division of Education and Information, 535 West Jefferson Street, Springfield, IL 62761.

HOW TO COMMUNICATE UNDER PRESSURE

The Springfield Health Education Consortium will sponsor a two day workshop on March 6 & 7, at Sangamon State University on dealing with the communication process and how it is affected by the difficult person. Gerald W. Piaget, Ph.D., Executive Director, of the Institute for the Advancement of Human Behavior is the keynote speaker. He has authored a number of books including; Communicating Under Pressure, Dealing with Difficult People, Overcoming Your Barriers: A Guide to Personal Reprogramming, and Principals of Assertive Communication. He has lectured internationally on stress management, conflict resolution, effective supervision, and communication in business and professions.

For further information concerning the workshop, contact Sister Beata Knoedler, Springfield College in Illinois, 1500 North 5th Street, Springfield, IL 62702, 217/525-1420.



**WORLD HEALTH DAY
APRIL 7, 1985**

We can make the world healthier.

We can't do it alone; however, by joining together next April 7th -WORLD HEALTH DAY 1985 -we can raise the public's international health consciousness, which can result in action.

Action to dedicate ourselves to finding solutions to urgent health problems.

Action to improve health conditions and practices in our own communities and in the world community.

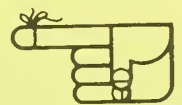
Action to understand the critical role of health in economic development, realization of human potential and world peace.

The American Association for World Health serves as the WORLD HEALTH DAY clearinghouse for the United States. Youth will be the theme of WORLD HEALTH DAY 1985 as the World Health Organization, its Member Governments, and health agencies around the world participate in the United Nations' International Youth Year.

We invite you to link with us to help bring the message of WORLD HEALTH DAY to as wide an audience as possible.

For further information concerning WORLD HEALTH DAY 1985, contact S. Paul Ehrlich, Jr., M.D., M.P.H., American Association for World Health, 2121 Virginia Avenue, N.W., Washington, D.C. 20037, 202/861-4321.

PLAN TO ATTEND



Come to the Illinois Public Health Association's Third Annual Legislative Workshop and learn how to make your voice heard in Springfield.

The workshop is scheduled for April 9-10, 1985, at the Springfield Hilton. This workshop will focus on legislative staffs and how to influence them, what information they need, and how a bill is analyzed. At this time the speakers have not been finalized but mark your calendar and plan to attend.

Brochures and preregistration forms will be mailed soon!

For further information you may contact Sydney Kling, Chairperson, Division of Family Health, at 217/782-2736.



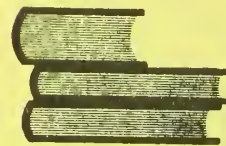
'KIDS ARE CONSUMERS TOO'

The 58th Annual American School Health Association convention convened at the William Penn Hotel in Pittsburgh, Pennsylvania, October 12-14, 1984. The theme of "Kids Are Consumers, Too" was selected to help participants focus on some threats to our greatest national resource, the school age child. Two general session keynote addresses highlighted the conference. The John P. McGovern Award Lectureship in School Health was presented by Ralph Nader who spoke on the conference theme "Kids Are Consumers, Too." The second general session, "Children As Consumers of Health Information Via Television", included offerings by "Susan", star of Sesame Street, previews of the PBS program "Breathing Easy".

Professional programs were offered by the 13 "Study Committees" of ASHA (Aging, Consumer Health, Dental Health, Drugs, Environmental Health, Physical Activities, Health Guidance in Sex Education, International Health, Mental Health, Nutrition, Safety and Emergency Care, School Health Education, and Special Health Problems of Children). Additionally, research council presentation included sessions on research methods and issues relevant to the school health program, research about tobacco, alcohol and other drugs, research conducted by young investigators, and research about nutrition, stress, and special populations. Eight poster sessions on these topics were also offered.

and research about nutrition, stress, and special populations. Eight poster sessions on these topics were also offered.

Thirty nine exhibitors participated at this conference. The ASHA Research Council and Eta Sigma Gamma held their annual meetings. A post convention workshop entitled "Computer Utilization: Ready, Set, Go" was convened at Community College of Allegheny County.



MATERNAL & CHILD HEALTH DIRECTORY

The Illinois Public Health Association has begun the initial stages in the preparation of a consumer oriented Maternal and Child Health Resource Directory for Illinois. The project was made possible through a grant from the Governor's Planning Council on Developmental Disabilities.

Eight regional consumer directories will be produced, accompanied by provider directories for agency referrals. Within the next few months, IPHA will be requesting assistance from local and state agencies to complete a survey of MCH services provided in their area. Please take a few minutes to complete the survey, when you receive it. This will assure the directory is comprehensive and that no valuable resources are omitted.

According to Associate Project Director, Gina Selmo, the directories will be available for distribution in October 1985.

If you are interested in additional information contact IPHA at 428 West Jefferson Street, Springfield, Illinois, 62702, 217/522-5687.



10 TIPS FOR DEALING WITH THE NEWS MEDIA

Compiled by the
Public Information Unit

The following are basic guidelines, and may prove helpful in your dealings with the news media:

1. Always tell the truth. It doesn't take reporters long to determine that certain people often give them inaccurate or false information, and this will cause you more harm than good.
2. To most reporters, accuracy and the next deadline are of immediate concern. Do all you can to cooperate with reporters who are working on a short deadline.
3. If you can answer a reporter's question in your area of responsibility, do so. But, do not guess. Be specific. Do not be defensive.
4. If you cannot answer a question, don't be afraid to say, "I don't know, but I will call you back in 10 minutes." And don't forget to call back. You may want to collect your thoughts or consult with your immediate supervisor. Reporters would rather wait 10 minutes for an accurate response than be given information you're not certain about. If you tell a reporter you'll get the information and call back, be sure to do so!
5. Respond to inquiries as quickly as possible. But make sure every bit of information you give is 100% accurate.
6. When dealing with statistics, check and double check every figure. One wrong figure can result in a major error.
7. Avoid jargon. It can confuse a reporter and result in misunderstandings which may substantially alter the intent of your response.
8. Never talk to a reporter "off the record." Remember that good reporters are always "on duty," and many stories are written as a result of friendly conversation in social settings. A good rule of thumb is, never say anything to a reporter you would not want printed or broadcast, no matter how casually your remarks may be made.
9. Never release names of patients without the consent of the patient or his family. Most reporters want patients' names for their stories, but remember it is not appropriate for you to release confidential information. Strict adherence to the policies of patient confidentiality and the family's right to privacy may be difficult at times, but should be observed nonetheless. If you adhere to the policy, reporters will accept it, (although it will take some of them longer to accept it than it will take others).
10. Never be rude to a reporter, no matter how rude she or he may act toward you. Some reporters try rudeness in an attempt to "get a story" by angering the person they are interviewing. The theory is that many people say things in anger they would otherwise not divulge; or respond with rude remarks that make "good" copy. This is an old "trick" still used by a few reporters (very few, fortunately), and the best defense against it is to remain polite and in control.



ILLINOIS DEPARTMENT OF PUBLIC HEALTH
Division of Education and Information
535 West Jefferson Street
Springfield, Illinois 62761

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HEALTH EDUCATION ISSUES

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University of Illinois
at Urbana-Champaign

A Publication of the Illinois Department of Public Health
Division of Education and Information
Janet Larson, Editor - (217) 785-2060



September, 1985

Volume ³~~2~~, Number 2

HEALTH EDUCATOR ROLES AND FUNCTIONS

The Illinois Department of Public Health has prepared a document titled "Health Education in Departments of Public Health". The purpose of the document is to assist administrators to justify the creation of a health educator position and to optimize the use of these professionals.

The National Task Force on the Preparation and Practice of Health Education Inc. is working to define the role of the health educator. Within Illinois, local health department administrators expressed a need to clarify the purpose and importance of health education. In response to this need the Division of Education and Information formed an advisory committee to delineate the roles and functions of health educators in local health departments. The advisory committee was formed of health educators, public health administrators, a university professor, and a regional health officer.

The committee identified the skills needed to perform the responsibilities and activities of health educators. What is the expected outcome of the roles and functions document? The expected outcome would be to increase the value and productivity of the health educator in the local health department.

ILLINOIS SOCIETY FOR PUBLIC HEALTH EDUCATION - FALL CONFERENCE

WHEN: Thursday, October 31 and
Friday, November 1, 1985

WHERE: Jumer's Lodge, Urbana,
Illinois

WHAT: "Life Cycle: Health Education
Issues, Skills, and Settings"

The conference program will focus on current health-related issues (such as AIDS, legislative update, maternal and child health information, and role delineation project update), skills (such as developing program objectives), and health education in various settings (such as hospitals, community, worksite, and school).

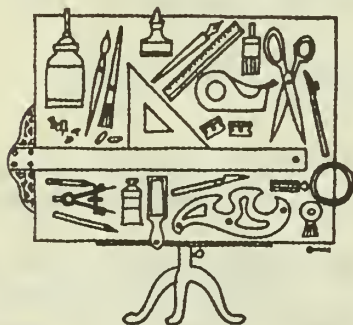
The program is currently being finalized and promises to be exciting, innovative, and beneficial to all who attend.

Registration information may be obtained from:

Kim Kaczmarek, Chairperson
ISOPHE Fall Conference
American Cancer Society
#3 Henson Place
Champaign, IL 61820
(217) 356-9076

If you have a computer, or your library does, you can obtain access to the Combined Health Information Database. The Database contains subfiles on arthritis, diabetes, digestive diseases, high blood pressure, and health education. The health education subfile is produced by the Center for Health Promotion and Education of the Centers for Disease Control.

The health education subfile consists of over 17,000 documents and is updated quarterly. The connect hour royalty is \$10 with maximum per addition charges of \$.20 on line and \$.25 off line. Most calls will cost less than \$1.



GRAPHICS???

The health educators at the Division of Education and Information have received requests for information about graphic arts. Since health educators are involved to varying degrees in this activity we feel the requests for help with graphics are an indication of a greater need. There are more people out there that want to get better at producing graphic arts.

If you want to know more about graphics, think about what types of things you'd like to know. Then contact Bruce Steiner either by phone or mail and let him know what you need. Workshops will be organized to meet your needs.

FIRST AID

FIRST AID - MODULAR SYSTEM

The American Red Cross has a relatively new system for teaching first aid. The Modular First Aid program can be adapted to meet individual needs and interests.

In this system ten modules are offered, each covering special topics. One module may be taken for an individual certificate or, take the two core modules and choose any four others for a Fundamental First Aid certificate. If all ten modules are taken a Standard First Aid and Personal Safety certificate may be earned.

The modules are:

- . Respiratory Emergencies (core module)
- . Emergency Action Principles (core module)
- . Accident Prevention and Safety
- . First Aid for Wounds
- . First Aid for Burns
- . First Aid for Injuries to Bones, Muscles, and Joints
- . First Aid for Specific Injuries
- . First Aid for Sudden Illness
- . Emergency Rescue and Transfer
- . Bandaging

This program provides an opportunity to customize first aid instruction to suit schools, industry, and the community.

For more information, contact your local Red Cross office.



A SUCCESSFUL DRINK-DRIVE PROGRAM

Growing concern about drinking and driving has led to the development of a "Pick-Me-Up" program at Burnham Hospital in Champaign, Illinois.

The program provided a free taxi ride home on New Year's eve to people who called after drinking alcohol. The service was provided by a local taxi firm at a discount to the hospital.

In order for the program to reduce drinking and driving, and it did, many levels of involvement were needed. The obvious approach would be aimed at the intoxicated motorist or his friends. But this program went beyond the obvious. What was unique about this program was the strong involvement and support by the local spirits distributors association working in concert with the hospital. In turn the beverage distributors association contacted owners of drinking establishments to secure their participation and support.

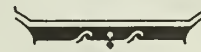
A strong media campaign was initiated a week prior to the program. Radio, TV, print, and billboard media were used. An important purpose of this media campaign was to create community awareness about drinking - driving in general and to promote the "Pick-Me-Up" program in particular.

Results of the program exceeded expectations. On New Year's Eve 164 calls were received. Approximately 40% of the calls came from bars or restaurants. A total of 298 riders were served. The police reported a significantly reduced incidence of drunken driving incidents. Only two DWI's were recorded. The police also reported seeing fewer cases of questionable driving.

Results indicated that a program involving the cooperation of many agencies can result in generating a community awareness and willingness to deal with a significant issue. As a result of the program's success the hospital board decided to implement the program on a daily 24 hour basis.

EDITOR'S NOTE:

Thomas O'Rourke, Ph.D., M.P.H., University of Illinois will present a paper on this program at the 1985 American Public Health Association meeting.



HEALTH EDUCATION SKILLS SURVEY

The Division of Education and Information is planning workshops to improve skills of those individuals involved with health education at local health departments. Input from health educators and administrators is needed to make the workshops effective. The Division of Education and Information sent surveys to assess the training needs of health education practitioners. Information from the survey will be used to identify which skills are most in need of improvement.

If you were sent a survey and have not filled it out, please do so soon. The Division of Education and Information needs to hear from you.

NOTES FROM THE FIELD

The Lake County Health Department's Prenatal Program provides medical care, education, counseling, referral, home visits, and WIC services for low income Lake County women throughout pregnancy, delivery and the post partum period. Sharon Doney is health educator for the program.

Health department staff offer a series of twelve prenatal education classes to prospective mothers, rewarding them with small, donated gifts and a certificate after attendance at seven class sessions.

Women using the clinic for second and third pregnancies were also required to repeat this prenatal series. Some women resented the repetition of these classes.

For this reason, staff wanted to develop a new series particularly designed for these women. Sharon developed a plan of action and some suggested topics for these sessions including: school opportunities; job training; day care facilities; family finances; self esteem; sexuality; more effective communication with family and friends, etc. The agenda for these classes turned out to be quite far from the needs of the clients, a fact which was uncovered by accident during the first session.

At the first session, "repeaters" were asked what topics they would like to discuss in a series designed especially for them. They were happy to list their interests and needs, few of which coincided with the proposed topics.

Their list, which is shared with you, is a reminder that a needs assessment is part of the health education planning process. Modifying topics for the particular interests of an audience increases the possibility that learning will occur.

Here is their list:

1. Assertiveness, or how to talk with family members without exploding.
2. How to handle teens.
3. How to ameliorate outside influences on kids.
4. How to talk to kids about sex.
5. Giving yourself some space (and time to do what you want).
6. Sex when you're pregnant.
7. Birth control.
8. Weight and appearance (weight gain that isn't lost after each pregnancy-permanent body changes).
9. Reaction of spouse before, during and after pregnancy (or, how can I get treated as well after pregnancy as during pregnancy).
10. Mood changes during pregnancy.
11. Family support after pregnancy.
12. How teenage pregnancy affects your family.
13. Child abuse and neglect. How do you know if you're an abuser? What constitutes abuse?

Submitted by: Sharon Doney
Health Educator
Lake County Health
Department

EDITOR'S NOTE:

Anybody responsible for health education should not make unfounded assumptions about informational needs of group. Need assessment should always be a part of planning for health education. Teaching can and should be an opportunity for the instructor to learn about the students.

ILLINOIS COALITION FOR SAFETY BELT USE

The Illinois Coalition for Safety Belt Use has opened an office in Springfield. A not-for-profit organization, it was formed in 1984 to support passage of the mandatory safety belt use law in Illinois and today is promoting compliance with the new law, which went into effect July 1, 1985.

The Coalition represents a broad spectrum of government, civic, private, business/industry, medical and educational support for safety belt use in automobiles including: The Illinois Department of Transportation, the National Safety Council, Northwestern University Traffic Institute, American Association for Automotive Medicine, Chicago Motor Club (AAA), Motor Vehicle Manufacturers Association, Cook County Hospital Trauma Unit, Illinois Nurses Association and many others.

The Illinois Coalition for Safety Belt Use is involved in providing information and educational programs to the public on the benefits of safety belt use, and in gaining support and involvement of other public and private groups. It is funded by Traffic Safety Now, a national not-for-profit organization created to help educate the public on safety belt use and supporting passage of automobile safety belt use laws in all 50 states.

For further information, brochures, payroll stuffers, posters, and bumper stickers, or to enlist speakers from the Coalition speakers' bureau, contact:

Lois Robinson
Executive Director
Illinois Coalition for
Safety Belt Use
944 South Second Street
Springfield, IL 62704
217-525-2891

NATIONAL COMMUNITY HEALTH PROMOTION AWARD PROGRAM

The U.S. Department of Health and Human Services (HHS) is sponsoring the second national awards program to recognize significant health promotion efforts by community groups. The award has been established to improve community health status by stimulating greater participation by voluntary and professional associations, other community groups, and public agencies in community-wide health promotion efforts.

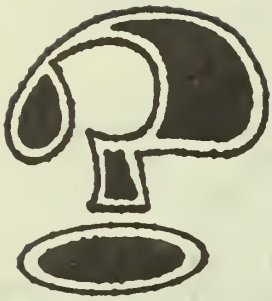
By January 31, 1986, each participating State and Territorial Health Officer may submit up to five exemplary projects from his/her state to be considered for an award. (Previous winners cannot compete again in this awards program.) All nominees from the States will receive a Certificate of Merit.

National consultants will review all applications for the Award for Outstanding Achievement in Community Health Promotion. Recipients of the Outstanding Achievement Award will receive a certificate and plaque in ceremonies conducted by the State Health Officer in May 1986. These ceremonies will be coordinated with a general announcement at the national level.

In 1985 and 1986, special emphasis for the Outstanding Achievement Award will be placed on programs which use a "community approach" to meeting the 1990 Objectives for the Nation. (Available from the Superintendent of Documents, U.S. Government Printing Office, Washington, D.C. 20402.)

An application packet may be obtained by contacting:

Darrell Patterson
Illinois Department of Public
Health
Division of Education and
Information
535 West Jefferson
Springfield, IL 62761
(217)785-2060



ASK A DIETITIAN

Dear Dietitian:

I've heard so much about avoiding caffeine recently. Can you provide me with some facts about how I can decrease my intake of caffeine? I drink 10 cups of coffee a day and I really do enjoy it.

Jittery in Cairo

Dear J.I.C.:

In the United States 8 of 10 adults drink coffee. On the average, they drink about three cups a day, even though many worry that caffeine causes health problems. Caffeine or caffeine-like substances are also found in tea, many soft drinks, chocolate, some cold medication, allergy pills, diet aids and headache remedies.

The caffeine content in coffee ranges from about 60 to 150 mg per cup. The effects of the dose vary according to your body weight. Since caffeine does pass into mother's milk, women who are breastfeeding should consider their caffeine intake since it could have a stimulating effect on an infant.

The caffeine in 7 to 10 cups of coffee produces insomnia, restlessness and excitement which may progress to a mild delirium, sensory disturbance (such as ringing in the ears, flashing lights) and tense muscles.

Coffee and tea trigger the production of stomach acid. Decaffeinated coffee, which is roasted just as regular coffee, stimulates acid secretion almost as much as regular coffee. People with ulcers and heartburn should avoid both regular and decaffeinated coffee.

How to reduce caffeine intake.

Caffeine is not addictive, but it is mildly habit-forming. Suddenly discontinuing even moderate use, whether in the form of coffee, cola, or over the counter stimulants such as "No Doz" can cause "withdrawal". The most frequent symptom of this withdrawal is a headache.

It is best to cut back gradually, by one cup of coffee or can of cola a day, rather than try to give it all up at once. There are now many decaffeinated soft drinks and coffees available.

Herbal teas provide another alternative. Some popular types include camomile, spearmint, jasmine and rosehip. These teas contain no caffeine.

Water is a good substitute for caffeinated beverages. Four to six cups of water or other liquids should be consumed daily in order to provide enough water for body functions. And water has no calories!

If you have any questions concerning nutrition information, please submit them to "Ask a Dietitian", Illinois Department of Public Health, Division of Education and Information, 535 West Jefferson, Springfield, IL 62761



PREVENTION

THE PREVENTION RESOURCE CENTER ANNOUNCES WORKSHOP

PREVENTION PROGRAM EVALUATION: PRACTICAL METHODS - USEFUL RESULTS

The basic principles of evaluation and the special needs and issues for evaluating prevention programs will be covered in this 2-day workshop. Dr. Melvin Hall, with extensive experience in prevention program evaluation, will be the trainer.

This workshop is intended to serve as an introduction to applications of program evaluation in a prevention setting. The course further is geared toward evaluations conducted to influence policy development, decision making and program improvement. The major objectives of this workshop are to:

- . provide participants with a brief overview of evaluation, with specific attention to evaluation strategies applicable in prevention programs;
- . explore in detail two complementary evaluation designs which provide both quantitative and qualitative data regarding prevention program performance; and
- . review evaluation as it relates to the requirements of state funding agencies.

As a result of attending this workshop participants will be better able to:

- . critique evaluation designs and determine which forms are best suited for a particular project;
- . outline an evaluation design for several cases introduced during the workshop; and
- . identify appropriate evaluation goals for their own agencies or pre-vention programs.

The workshop will be held November 6-7, 1985 at the Inn of Chicago, 162 East Ohio, Chicago, Illinois.

There is NO REGISTRATION FEE.

For further information contact:

Topper Davis
Prevention Resource Center
901 South 2nd Street
Springfield, IL 62704
217-525-3456

GOVERNOR'S CONFERENCE ON FITNESS
FOR WOMEN

This conference has been designed for working women to enhance their personal fitness programs and to insure development of similar workshops and conferences in their own communities. The conference, co-sponsored by the Illinois Park and Recreation Association and Campbell's Institute for Health and Fitness, will be held October 19, 1985 at the College of DuPage, in Glen Ellyn.

For further information concerning this conference contact:

James M. Liston
Executive Director
Illinois Governor's Council on
Health and Physical Fitness
at 217-785-8216.

Good
health
to
you.

ILLINOIS DEPARTMENT OF PUBLIC HEALTH
Division of Education and Information
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Vol. 3 No. 3

Winter Issue 1985

STEPWELL

STATE EMPLOYEES PROGRAM FOR WELLNESS

The rising costs of health care and increased costs of group insurance rates for employees have caused many companies to implement cost containment programs. The programs promote healthful practices to prevent disease and injury among employees, educate employees to use medical services wisely, or a combination of the two. While data on the long range effects of such programs are not yet available, many employers have reported a decrease in the incidence of smoking, accidents, elevated serum cholesterol and triglycerides, and uncontrolled hypertension. They have also found that some insurance companies will lower the insurance premiums for employers with cost containment programs.

The State of Illinois has begun a demonstration project that will help its employees improve their health status and become wise consumers of health care services. The Department of Public Health, in conjunction with the Department of Central Management Services, coordinates a project that addresses smoking, nutrition, exercise, fitness and use of health care services. An evaluation of the one-year demonstration project will be conducted by the University of Illinois, School of Public Health.

Specifically, the goals of the demonstration project are threefold.

The first goal is to contain the rising costs of health care services to the State and to its employees. These costs are incurred in the form of increased premium rates, co-payments for in-hospital and out-patient care and in-hospital and professional charge deductibles.

The second goal is to reduce employee behavioral health risk factors for those defined to be at risk. By reducing employee behavioral health risk factors it is the objective of the project to reduce absenteeism, increase work productivity and lift employee morale. This can essentially be viewed as a proactive or preventive approach to health care as opposed to the traditional reactive approach of treating people once they become ill.

The third goal is to develop procedures that local health departments and other agencies can implement with their clients.

The demonstration project, entitled STEPWELL (State Employees Program for Wellness), is being conducted among the employees of Central Management Services and the Department of Public Health for a period of one-year. The project includes a Needs Assessment, a Health Risk Screening, and programs to address those health risks determined by a participant's Health Risk Appraisal (HRA) such as swimming, biking, jogging, smoking cessation, nutrition and stress management.

The program components include:

1. Health screening - conducted on-site during work hours.
 - Blood pressure - conducted by nurses from the Springfield Department of Public Health
 - Cholesterol and triglycerides - blood drawn on-site by technicians from a private laboratory. High levels of cholesterol and triglycerides in the blood are risk factors for heart attack and stroke.
 - Height and weight.
 - Health Risk Appraisal (HRA) - a questionnaire filled out by employees at the time of screening and evaluated by computer. Includes values for height, weight, blood pressure and cholesterol. Reports employee's actual age, age of risk based on present practices, and achievable age based on recommended practices.
2. Counseling - conducted on-site during work hours. Volunteer counselors interpret the results of the screening to employees in groups of 20 - 50. The one-hour session includes:
 - interpretation of the HRA printout
 - recommendations for adopting practices to reduce risks
 - referral to Stepwell programs or community organizations
- for employees who decide to adopt practices on their own, brief instruction and literature on how to design an exercise program, select a diet for weight control and good nutrition, stop smoking and manage stress.
3. Risk Reduction Activities - all activities conducted outside work hours at the employee's expense.
 - Physical Fitness - swimming, biking, running, aerobics, walking, team sports. Employees are encouraged to form clubs and support groups.
 - Smoking Cessation - American Lung Association program taught on-site by Stepwell staff or referral to community organizations.
 - Nutrition/Diet - Illinois Cancer Council program taught on-site by Stepwell staff or referral.
 - Stress Management - taught on-site by Stepwell staff or referral.
4. Evaluation by the University of Illinois School of Public Health. IDPH contracted with the School of Public Health to conduct a survey based on the following:
 - health screening (baseline)
 - health screening (after one year)
 - employee surveys

-- absenteeism rates

insurance utilization

For more information and
technical assistance contact:

Illinois Department of Public
Health
Division of Education and
Information
535 West Jefferson
Springfield, IL 62761
(217)785-2060

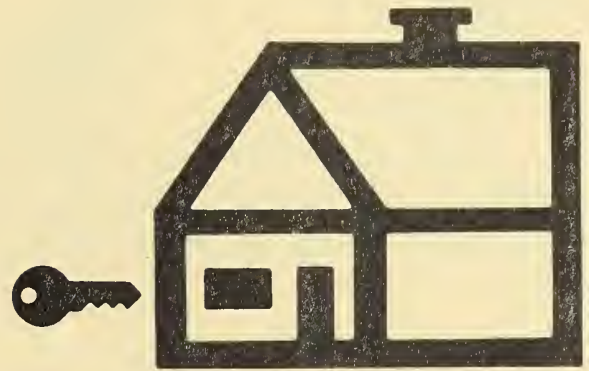
5. Dissemination - when the procedures have been evaluated, tested and refined, Division of Education and Information staff will assist other agencies to implement the program.

AIDS Workshops

The Illinois Department of Public Health has been presenting workshops throughout the state designed to train local caregivers in the skills necessary to deal with AIDS. These half-day sessions include: information on the medical and epidemiological aspects of AIDS; the Elisa and Western Blot tests; proper precautions for prevention of the disease; and the psychological and social needs of an AIDS patient. Special attention is focused on dealing with and responding to the media. The workshops were held during October in Carbondale, Mount Vernon, Normal, Springfield, Sugar Grove, Rockford, Galesburg, and Granite City.

Additionally, the Department will be providing training to personnel who will be staffing soon-to-be established "alternate tests sites" for HTLV-III antibody testing.

The department continues to receive requests from various special interest groups for information and training programs on AIDS. These requests should be addressed to: Carol Gibson, Training Coordinator of the General Communicable Disease Control Program at 217/782-2016.



LatchKey Packet

The Division of Education and Information recently developed a packet on "Latchkey Kids" or children who are home alone while their parents work. Included in this packet are:

- * Telephone Tips For When You Are Home Alone
- * A Parents Guide To Latchkey Kids (pamphlet)
- * Suggestions For Educators (fact sheet)
- * When You Are Home Alone (booklet)

These materials will be helpful in working with schools in your local communities. For copies of the Latchkey Packet contact:

Janet Larson
Public Health Educator
Illinois Department of Public
Health
Division of Education and
Information
535 West Jefferson Street
Springfield, IL 62761



Illinois Association for Maternal and Child Health Golden MCH Birthday Symposium

Plan now to attend the Illinois Association for Maternal and Child Health Golden MCH Birthday Symposium. On December 4 there will be an IAMCH Board of Directors meeting and a reception sponsored by Ross Laboratories. On December 5 and 6 the technical program will be held. The symposium will be held at the Americana Congress Hotel in Chicago.

The keynote address will be presented by Victor Sidel, M.D., President of the American Public Health Association. Dr. Sidel is a distinguished professor of social medicine at the College of Medicine, The Bronx, New York. His presentation is entitled, "Asklepios, Apollo and Zenus: Health, Community and Government."

Some of the topics of the symposium include: "9.0 by '90" (national target); The Gene Scene; Failure to Thrive; Early Discharge and Follow-up; Perinatal Care: A Community Hospital Perspective; Building Better Babies; and much more.

For further information call 217-528-1358 or write IAMCH, P.O. Box 3691, Springfield, IL 62708.



A Second Annual Health and Aging Issue Conference

Plan to attend the second annual Health and Aging Conference on December 11-13, 1985, at the Bismarck Hotel in Chicago.

The keynote address will be by Dr. Ken Dychtwald. Ken is a psychologist, gerontologist, lecturer, author, and outspoken figure in the fields of human development, health promotion, stress-management and aging. Presently he is the National Director of the "Institute on Aging, Health and Work" of the Washington Business Group on Health; is the Founding Director of the Bodymind Training Institute of Scandinavia; and serves as Senior Advisor for the Task Force on Aging Studies, El Camino Hospital.

The conference will include:

- Poster Session
- Technical Sessions
- Exhibits
- Film Festival
- Christmas in Chicago
- Ice-Breaker Reception
- And Much More

For further information contact the:

Illinois Public Health Association
428 West Jefferson Street
Springfield, IL 62702
217/522-5687

The Positive Power of Humor and Creativity

A Two-Day Seminar

Plan to attend the two-day seminar on "The Positive Power of Humor and Creativity". To be held March 5 and 6, 1986, at Brookens Auditorium, Sangamon State University, Springfield, Illinois.

This program addresses the need for practical skills and techniques which can be applied to a wide variety of work situations. Topics covered will include: dealing with professional burn out; creative problem solving strategies; motivation; conflict management; generating creative ideas; staff and morale building techniques; clinical applications; and more.

The keynote speaker for the seminar will be Joel Goodman, Ed. D., Director of the HUMOR Project at Saratoga Institute (based in Saratoga Springs, New York). Goodman is the author of seven books including Playfair; Everybody's Guide to Non-Competitive Play; Magic and The Educated Rabbit; and Health Education: The Search for Values. Doctor Goodman also writes "The Grinning of America" column and edits an exciting quarterly magazine, Laughing Matters.



"Healthy Me"

This seminar is sponsored by the Springfield Health Education Consortium.

For further information concerning this seminar contact:

Elaine Hundley, R.N., M.A.
Nursing Continuing Education
Coordinator
Lincoln Land Community College
Springfield, IL 62708
217/786-2440

The Metropolitan Life Foundation has committed four million dollars for a multi-year program to promote health education among school-aged children.

The program, called "Healthy Me", will award twenty \$5,000 grants in 1986 for school health education programming. Persons interested can write to Ms. Barbara Dillon, Metropolitan Life Insurance Company, Health and Safety Education Division, 1 Madison Avenue, New York, NY 10010.

New Health Educators

Division of Education and Information

Bruce Steiner joined our staff May 28. He was previously employed as a health educator at the Peoria City/County Health Department for eight years. He holds a master's degree in health education from Southern Illinois University at Carbondale. Bruce will provide health education consultation and assistance to the Illinois Department of Public Health Regions 1, 4, 5, and 8.

Dorene Gillman joined our staff September 16. Dorene holds a doctorate in health education from Southern Illinois University at Carbondale. Her primary responsibilities include; Health Risk Appraisal Focal Point contact for the state, assistance in the coordination and evaluation activities for the STEPWELL Program, assistance in coordination of the Federal Risk Factor Surveillance Project and Health Promotion Awards.

The Basics of Program Evaluation

Program evaluation is a set of planned information gathering and analysis activities. These activities are undertaken to provide those responsible for the management of change with a satisfactory assessment of the effects and/or progress of the change effort. The basic rationale for evaluation is that it provides information for action. Its primary justification is that it contributes to the rationalization of decision making.

Program evaluation seeks to provide feedback in social systems. This general feedback principle is directed into two purposes:

1. Formative Evaluations -- implemented to improve the plans for services or their delivery, to raise the outcomes of programs or to increase the effectiveness of services.
2. Summative Evaluations -- implemented to decide whether a program should be started, continued, or chosen from among two or more alternatives.

TYPES OF EVALUATION

1. Evaluation of Need -- asks questions such as:
 - a. what is the socio-economic profile of the community?
 - b. what are the particular needs of this community?
2. Evaluation of Process -- an examination of the effort put into the program, asks questions such as:
 - a. is the program attracting a sufficient number of clients?



- b. are clients representative of the target population?

3. Evaluation of Outcome -- asks questions such as:

- a. do the people who participate in a nutrition education course tend to reduce their blood serum cholesterol?
- b. do the people who participate in a nutrition education course tend to reduce their blood serum cholesterol at a rate greater than those who do not participate in a nutrition education course?

4. Evaluation of Efficiency -- asks questions such as:

- a. does the program achieve its success at a reasonable cost?
- b. can dollar values be assigned to the outcomes achieved?

How to Plan an Evaluation Proposal

1. Background: describe the program.
2. State the Problem: why is the evaluation being done? This is the most important question; it is the statement of the purpose.
3. Questions that need to be answered: these questions focus on the program objectives.
4. Review of related literature: methods and results from similar evaluations.
5. Plan: a thorough description of how you plan to do the evaluation. Included in this will be:
 - a. target population (i.e., children, adolescents, elderly, etc.);

- b. sampling procedures (i.e., random, stratified random, cluster, convenience, etc.);
- c. description of the instrument(s) you are going to use (i.e., measurement procedures, such as questionnaires, interviews, observation techniques, etc.);
- d. description of the evaluation design (i.e., pretest/posttest, comparison groups, time series, quasiexperimental, experimental, etc.).

Common Sources of Data For Evaluation

1. The program records.
2. The program participants.
3. The staff delivering the program.
4. Family members or others with significant relationships with the participants.
5. Special evaluation teams.
6. Community level indexes.

Reporting Results

When reporting the results of an evaluation it is paramount to know your audience. You need to find out who needs to know the results; which groups or which key people and what information they need. A checklist for evaluation reports follows:

1. Make periodic informal reports or presentations.
2. Ask program staff to assist in interpreting findings.
3. Communicate major findings when available.
4. Share rough drafts with key persons.

5. Write different reports for different audiences.
6. Make presentations understandable and easy to follow.
7. Link presentations to key issues and decisions.
8. Make sure that all audiences receive evaluation information in sufficient time prior to decision-making events.

For more information contact:

Dorene E. Gillman, Ph.D.
 Illinois Department of Public Health
 Division of Education and Information
 535 West Jefferson Street
 Springfield, IL 62761
 217/785-2060.



Salt Levels in Food Don't Drop

by: Karen MacNeil
 USA Today

The salt content of most processed foods hasn't decreased significantly in the past year, despite urgings from the Food and Drug Administration that food processors cut sodium.

In fact the salt content has increased in 17 percent of the foods analyzed.

That's the finding of the Center for Science in the Public Interest, which Sunday released its "Sodium Index," a comparison of the 1983 and 1984 sodium counts in 1,718 foods.

The report shows:

- . 62 percent of the foods showed no change in sodium content.
- . 21 percent had lower sodium levels.
- . 17 percent had higher sodium levels in 1984.

On the average, decreases and increases of sodium were no greater than 12 percent.

High-sodium diets have been shown to increase the risk or severity of high blood pressure, a condition that affects 60 million Americans.

Among foods with decreased sodium:

- . Campbell's chunky soup, 14 percent less sodium in 1984 than in 1983.
- . Kraft processed cheese, 8 percent.
- . Prego spaghetti sauce, 12 percent.
- . Pepperidge Farm English muffins, 34 percent.
- . Mrs. Paul's fish, 21 percent.
- . Banquet dinners, 27 percent.
- . Swanson canned chicken, 18 percent.

Consumers interested in receiving a pamphlet containing the sodium content of more than 300 foods can send for the center's "Sodium Scoreboard." Send \$3.50 to the Center for Science in the Public Interest, 1501 16th Street, N.W., Washington, D.C. 20036.

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Annual Professional Meetings Health Education Dates and Sites*

ASSOCIATION FOR THE ADVANCEMENT OF HEALTH EDUCATION (with AAHPERD)

1986	Cincinnati, Ohio Cincinnati Convention - Exposition Center	April 9-13
1987	Las Vegas, Nevada MGM Grand Hotel	April 13-17
1988	Kansas City, Missouri H. Roe Bartle Convention - Exposition Center	April 6-10
1989	Boston, Massachusetts Hynes Convention Center	April 19-23
1990	New Orleans, Louisiana New Orleans Convention & Exhibition Center	March 28 April 1

AMERICAN COLLEGE HEALTH ASSOCIATION

1985	Washington, D.C. Hyatt Regency Hotel	May 29 June 1
1986	New Orleans, Louisiana Marriot Hotel	May 28-31
1987	Chicago, Illinois Mariott Hotel	May 27-30
1988	Denver, Colorado Radison Hotel	May 25-28

AMERICAN PUBLIC HEALTH ASSOCIATION

1985	Washington, D.C.	November 17-21
1986	Las Vegas, Nevada	September 28- October 2
1987	New Orleans, Louisiana	October 18-22
1988	Boston, Massachusetts	November 13-17
1989	Chicago, Illinois	October 22-26

AMERICAN SCHOOL HEALTH ASSOCIATION

1985	Little Rock, Arkansas Excelsior Hotel	October 9-12
1986	Denver, Colorado	October 8-12
1987	Indianapolis, Indiana	(not available)

SOCIETY FOR PUBLIC HEALTH EDUCATION (PRIOR TO APHA)

1985	Washington, D.C.	November 16-17
1986	Las Vegas, Nevada	September 28- October 2
1987	New Orleans, Louisiana	October 18-22
1988	Boston, Massachusetts	November 12-13
1989	Chicago, Illinois	October 22-26

*(Information as of September 1985; subject to change.)

HIGHLIGHTS Health Promotion and Disease Prevention National Activities 1971-1985

1971 1975	President's Committee on Health Education	Recommends creation of Bureau of Health Education (now designated the Center for Health Promotion and Education) and National Center for Health Education (private-sector counterpart to the federal unit).
	Fogarty International Center and the American College of Preventive Medicine	Sponsor task forces to examine the theory underlying disease prevention and health promotion efforts. Reports issued at the 1975 Conference on Prevention Medicine.
1976	Health Information and Health Promotion Act (P.L. 94-317)	Creates the Office of Health Information and Health Promotion (now the Office of Disease Prevention and Health Promotion) to coordinate federal health promotion programs.
1978	National Academy of Sciences	Issues <u>Perspectives on Health Promotion and Disease Prevention in the United States</u> , examining policy matters.
	U.S. Department of Health, Education, and Welfare Task Force	Issues <u>Disease Prevention and Health Promotion: Federal Programs and Prospects</u> , identifying 12 health status goals and three types of prevention activities: health promotion, health protection, and preventive services.
	Institute of Medicine of the National Academy of Sciences	Prepares state-of-the-art paper, <u>Healthy People: The Surgeon General's Report on Health Promotion and Disease Prevention</u> , background papers, discussing strategies, issues, and prospects of disease prevention and health promotion.

1979	<u>Healthy People: The Surgeon General's Report on Health Promotion and Disease Prevention</u>	Sets national goals to be achieved by 1990 for five life stages: <u>Infants</u> --35 percent lower death rate (less than 9 deaths per 1,000 live births) <u>Children</u> (ages 1-14)--20 percent lower death rate (less than 34 deaths per 100,000 population) <u>Adolescents and young adults</u> (ages 15-24)--20 percent lower death rate (less than 93 deaths per 100,000 population) <u>Adults</u> (ages 25-64)--25 percent lower death rate (less than 400 per 100,000 population) <u>Older adults</u> (65+)--20 percent lower rate of restricted activity (less than 30 days per year).
1980	<u>Promoting Health.Preventing Disease: Objectives for the Nation</u>	Establishes 226 specific, quantifiable objectives for three broad areas: <u>Health promotion</u> --smoking cessation, alcohol and drug abuse reduction, improved nutrition, exercise and fitness, stress control <u>Preventive health services</u> --family planning, pregnancy and infant care, immunizations, sexually transmissible disease services, high blood pressure control <u>Health protection</u> --toxic agent control, occupational safety and health, accidental injury control, community water supply fluoridation, infectious agent control.
1982	<u>Prevention '82</u>	Reports progress and accomplishments and describes federal prevention activities.
1983	<u>U.S. PHS Implementation Plans</u>	Specifies federal activities being conducted to achieve the objectives for the nation in each priority area, in Public Health Reports, October 1983 supplement.
	DHHS Information Tracking System	Compiles and displays data on the 1990 objectives and identifies agencies and individuals with responsibility for the collection, preparation, and dissemination of information relevant to the objectives.
1984	"Healthy Older People"	Encourages older Americans to adopt healthy lifestyles through a national public education effort, uses broadcast and print media and health promotion programs and involves federal, state, and local governments and private-sector agencies.

1985 Prospects for a Healthier
American: Achieving the
Nation's Health Promotion
Objectives

Reports proceedings of a two-day meeting of more than 60 national organizations that discussed the health promotion objectives for the nation and formulated recommendations on how to achieve them.

DHHS Midcourse Review

Assesses progress toward the achievement of the 1990 objectives as of 1985
Describes measures that should be taken to correct the course on the way to 1990
Sets the stage for the development of objectives for the year 2000.

Source: U.S. Department of Health and Human Services, 1985. Reprinted from CENTER National Center for Health Education.

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ALTH EDUCATION ISSUES

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APR 14 1986

UNIVERSITY OF ILLINOIS
AT URBANA-CHAMPAIGN

A Publication of the Illinois Department of Public Health
Division of Education and Information
Janet Larson, Editor (217) 785-2060

Vol. 4 No. 1

Spring Issue 1986

State Health Department Designated As Focal Point For Centers For Disease Control Health Risk Appraisal (CDC-HRA)

The CDC-HRA technical assistance network was established in July, 1984 by the Division of Health Education, Centers for Disease Control in Atlanta. The major purpose of this network is to assist state health departments in undertaking effective health education programs that may reduce the risks of preventable mortality and disability.

The HRA network began when 20 state health departments with a commitment and expertise in HRA were selected as state HRA focal points. These states provided training and technical assistance on HRA background, methodology and appropriate risk reduction strategies to HRA requestors and users.

Illinois was added to the CDC-HRA network in August, 1985. The Illinois Department of Public Health was designated as the State Focal Point for all HRA activities. Since September, 1985, over 52 information packets have been sent to requestors. To date, Illinois has 48 users of the CDC-HRA computer software, with many more anticipated.

Major Attributes Of The CDC-HRA Tool Are:

1. it is easy to administer;
2. it is specific for



3. individuals;
4. it recommends corrective actions;
5. it gives praise for positive lifestyle results;
6. the results can be easily interpreted;
7. you can obtain group summaries for comparison; and
8. it is confidential.

Three Major Points To Consider When Using The HRA:

1. the HRA is a tool and should be viewed as such;
2. the HRA should be used in conjunction with other services; and
3. the HRA is a means to an end and is not a program within itself

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JUN 23 1986

University of Illinois
at Urbana-Champaign

The CDC-HRA determines individual health risk profiles based on a 37 item questionnaire relating to personal and family medical histories and lifestyle habits. Major health risk factors associated with leading causes of death, disease and disability in Illinois are: smoking, hypertension, fitness, nutrition, stress, alcohol and drug use, and safety. All of these risk factors are, to a large extent, in the control of the individual and are a matter of lifestyle choice. Used appropriately, the HRA can be instrumental in stimulating, encouraging and supporting Illinois residents in the adoption of behaviors conducive to long life and good health.

For more information contact:
Dorene Gillman, Ph.D.
HRA Focal Point Contact Person
Division of Education and Information
Illinois Department of Public Health
525 West Jefferson
Springfield, IL 62761
217/785-2060

A Competency - Based Curriculum Framework for the Professional Preparation of Entry-Level Health Educators

There has been a revision of the 1983 draft, "A Guide for the Development of Competency-Based Curricula for the Entry-Level Health Educators". The new addition is titled "A Competency-Based Curriculum Framework for the Professional Preparation of Entry-Level Health Educators". This curriculum is available for \$6.00 from the National Centers for Health Education National Task Force on the Preparation and Practice of Health Educators, Inc., 30 East 29th Street, New York, New York 10016, telephone 212/689-1886.

Community Health Promotion Awards



Five community health promotion programs have been selected to represent Illinois in the U.S. Department of Health and Human Services Community Health Promotion Awards Program. These programs have been submitted to a national review committee which will make recommendations for national recognition. A total of 11 programs were submitted from around the state.

The programs selected are:

1. Pregnant Adolescent Group for Education and Support (P.A.G.E.S.) - Lake County Department of Health, Waukegan.
2. Adult Health Screening Program - Cook County Department of Public Health, Maywood.
3. Youth Emergency Skills (Y.E.S.) Workshop - BroMenn Health Care, Bloomington.

4. Mammography Screening Program -
Illini Community Hospital,
Pittsfield.
5. Regional Influenza Immunization
For Older Persons - East Central
Illinois Area Agency on Aging,
Bloomington.

The Illinois Public Health Association helped convene an awards committee which rated the applications. Members of the committee were: Bill Keever, Western Illinois University; JoAnne Tresley, American Hospital Association; JoAnne Durkee, Illinois Department of Public Health; Jackie Garner, Prevention Resource Center; Marla Clarkson, American Heart Association, Illinois Affiliate; Mickey McCowen, Franklin-Williamson Bi-County Health Department; George Gruendel, Sangamon State University; Janet Holden, University of Illinois-School of Public Health; Nancy Nelson, Illinois Department on Aging; Rick Innis, DeWitt-Piatt Bi-County Health Department; Mary Finley, Jasper County Health Department; and Theresa McMahon, Rock Island County Health Department.

The five programs will be recognized at the Illinois Public Health Association Annual meeting. National winners will be announced by the Secretary of the Department of Health and Human Services on or about May 1, 1986.

Health Education Skills Survey

In the summer of 1985, the Division of Education and Information conducted a survey to assess the training needs of those people responsible for health education in local health departments. The survey identified five areas of responsibility for health education practitioners. The five areas of responsibility, listed in the prescribed sequence, are: 1) assesses the need

for health education; 2) plans health education programs; 3) coordinates planned health education programs; 4) provides direct health education services, and 5) evaluates health education. Each responsibility contains competencies that contribute to achievement of that responsibility. Respondents to the survey were asked to identify the level of proficiency for themselves or people responsible for health education within their department.

Sixty-two percent of the surveys were completed and returned. Forty-four administrators and 27 health education practitioners responded.

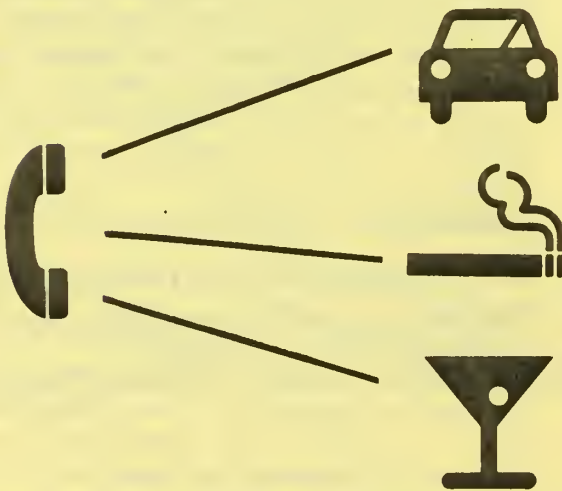
Seven competencies in three areas of responsibility needing improvement were identified. The responsibility areas needing improvement are listed in increasing order of perceived needs: 1) plans health education programs; 2) assesses the need for health education; and 3) evaluates health education. Because health education should normally occur in a natural sequence, deficiencies compound themselves.

Respondents identified two competencies in each of the first two responsibilities as needing improvement. Within "Assesses need for health education" the competencies are: 1) "identifies needed health related data about defined population"; and 2) "analyzes information to determine areas of educational need of defined population". Competencies needing improvement in the responsibility area of planning are: 1) "develops educational programs objectives" and 2) "designs educational programs to meet specified objectives". With these competencies being identified it is understandable that all three competencies within the "evaluates health education" responsibility were most in need of improvement. These competencies, which are closely connected are: 1) "designs plans to assess educational methods and achievement," 2) "implements evaluation plan", and 3) "interprets results of evaluation".

The Division of Education and Information is planning to provide training and workshops for these health education skills. Information on the workshops will be forthcoming.

More information about health education responsibility areas or the contributing competencies may be obtained from Bruce Steiner, Health Educator, Division of Education and Information, Illinois Department of Public Health, 525 West Jefferson Street, Springfield, IL 62761, 217/785-2060.

Behavior Risk Factor Surveillance System



The Illinois Department of Public Health, under a grant from CDC, conducts a monthly telephone survey. The Behavioral Risk Factor Survey concentrates on areas of health behaviors such as seat belt use, hypertension, exercise, smoking and drinking. Because the purpose for this study is the public's actual behavior, the questions are not opinion oriented. Another important aspect of this study is the sampling technique used to acquire the needed information. The respondents are

chosen at random, first by the calling procedure, then by selecting a member of the household, 18 years or older. By using this method, the information collected is not biased and people from all walks of life are able to contribute information.

After analyzing the data, programs can be developed to help the public recognize the need and importance for seat belts, exercising, etc. Equally important, different states can be studied separately to enhance their resident's standards of living. Now we would like to help the readers by sharing our data findings. In future issues, various articles on health, related to our findings, will be published.

Jennifer Entler
BRFS Interviewer
Illinois Department of Public Health

Health Education Courses

Southern Illinois University at Carbondale will be offering the following short courses and workshops this summer at Carbondale. Completion of one or more of these courses can help health educators meet the minimum requirements for local health department personnel in Illinois.

Computer Applications in Health Education (H.Ed. 455-3) May 12-16

Computer Application in Health Education (H.Ed. 455-3) May 12-16

Drug Education (H.Ed. 407-3) May 19-23 & 27-31

Health Issues in Aging (H.Ed. 440-3) May 19-23 & 27-30

Death Education (H.Ed. 402-3) May 27-31

Evaluative Approaches to Health Education (H.Ed. 526-3) June 9-13

Writing Research Proposals (H.Ed. 598-3) June 9-20

Women's Health (H.Ed. 441-3) June 9-20

Writing for Publication (H.Ed. 461-3) June 11-24

Concepts in Health About Cancer (H.Ed. 461-3) June 23-27

Highway Safety as Related to Alcohol and Other Drugs (H.Ed. 470s-3) June 23-July 3

Men's Health Issues (H.Ed. 461-3) June 23-July 3

Health and Safety in a Work Setting (H.Ed. 461-3) June 30-July 11

Consumer Health II (H.Ed. 461-3) June 30-July 11

Contemporary Specialized Laboratory Techniques - Motorcycles (H.Ed. 445a-3) July 7-18

Human/Spiritual Interaction - A Wellspring of Positive, Holistic Health (H.Ed. 461-3) July 7-25

Mental Health Education (H.Ed. 461-3) July 14-18

Radical Ideas in Health Education (H.Ed. 461-3) July 21-30

For further information contact, Phyllis McCowen, Department of Health Education, Southern Illinois University, Carbondale, IL 62901, (618)453-2582 or 453-2658.

Calendar of Events

- | | |
|------------------------|---|
| May 7 & 8 | Illinois Department of Alcoholism and Substance Abuse (DASA), The Cornerstone for the Future: Substances Abuse Prevention, Prairie Capitol Convention Center, Springfield, IL, Contact Topper Davis, 217/525-3456 |
| May 8 | Community Health Nursing Forum, Sheraton Inn, Normal, IL, Contact Nancy Taylor, telephone 217/785-4057 |
| May 13-14 | 4th Annual Legislative Workshop, Ramada Renaissance Center, Springfield, IL, Sponsored by IPHA, Contact Pat Piercy at 217/785-4357 |
| May 30 | Illinois Employee Fitness Day, Contact JoAnn Lemaster, Governor's Council on Health and Physical Fitness, Springfield, IL, telephone 217/785-8216 |
| June 10 & 11 | Environmental Toxicology Workshop, Sheraton Inn, Springfield, IL, Contact Sue Ramirez, telephone 217/785-4357 |
| September 28-October 1 | 114th Annual Meeting, American Public Health Conference, Local Health Services: Crises on the Front Line, Las Vegas Hilton, Las Vegas, Nevada, Contact 202/789-5662 |

National Health Observances 1986

January

Birth Defects Prevention Month
National Volunteer Blood Donor Month
National March of Dimes Mother's March

February

American Heart Month
National Children's Dental Health Month
February 13-16, National Safety Sabbath

March

Hemophilia Month
Mental Retardation Month
National Eye Donor Month
National Kidney Month
National Nutrition Month
Red Cross Month
March 1-April 7, National Easter Seal Campaign
March 1-7, National Physical Education and Sport Week
March 2-8, National PTA Drug and Alcohol Abuse Prevention Week
March 3-9, Save Your Vision Week
March 16-22, National Poison Prevention Week
March 23-29, Children and Hospitals Week

April

Cancer Control Month
Health Fair Month
April 6-12, National Medic Alert Week
April 6-12, World Health Week
April 7, World Health Day
April 13-19, Iron Overload Awareness Week
April 20-26, National Bike Safety Week
April 20-26, National Organ Donor Awareness Week
April 27-May 3, Save the Children Week
April 28-May 4, Clean Air Week

May

American Bike Month
Better Hearing and Speech Month
Correct Posture Month
Mental Health Month
National Arthritis Month
National Foot Health Month
National High Blood Pressure Month
National Physical Fitness and Sports for All Month
Older Americans Month
May 4-10, National Tuberous Sclerosis Week
May 8, World Red Cross Day
May 11-17, National Hospital Week
May 11-17, National Nursing Home Week

May 16-22, National Skin Cancer Detection Week

May 17-23, National Digestive Diseases Awareness Week

June

Dairy Month
June 1-7, National Safe Boating Week
June 8-14, National Scleroderma Week

September

Leukemia Society Month
National Emergency Care Month
National Pediculosis Prevention Month
National Sight Saving Month
September 14-20, National Rehabilitation Week
September 21-27, National Farm Safety Week

October

Family Health Month
National Diabetes Research Month
National Family Sexuality Education Month
National Spina Bifida Month
National Spinal Health Month
Sudden Infant Death Syndrome Awareness Month
October 5-11, National Fire Prevention Week
October 5-11, National Employ the Handicapped Week
October 7, Child Health Day
October 12, National Running and Fitness Day
October 12-18, National School Lunch Week
October 13-19, National Disabled Americans Week
October 16, World Food Day
October 19-25, National Lupus Awareness Week
October 26-November 1, National Safety on the Streets Week

November

National Diabetes Month
National Epilepsy Month
November 6-December 31, Christmas Seals Campaign
November 19, Great American Smokeout
November 24-30, National Epidermolysis Bullosa Awareness Week

December

December 7-13, National Drunk and Drugged Driver Awareness Week

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HEALTH EDUCATION ISSUES

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Division of Education and Information
Janet Larson, Editor (217) 785-2060

Volume 5, Number 1

AIDS Education in Chicago

Summer, 1987

Chicago's Comprehensive AIDS Prevention Education Program (CAPEP) is a four year education demonstration project funded by the Centers for Disease Control. The Chicago Department of Health coordinates this innovative approach to AIDS education, directing the efforts of five community-based projects which reach out to specific populations at increased risk for AIDS. Genesis House educates female and male prostitutes on the streets, in the Cook County Jail, and in the court system. Gay and Lesbian Horizons provides AIDS education through several of its programs, most of which reach men who may not identify with being gay and at risk for AIDS, but whose behavior definitely places them at risk. Neon Street Center for Youth (a project of Travelers and Immigrants AID) assists runaway and throwaway youths living on Chicago's streets who are at risk for AIDS because of their vulnerability to drug use and providing sexual favors in return for shelter and food. The University of Illinois' School of Public Health project entails street outreach to "nonaffiliated" IV drug users, men and women who, because they are not in drug treatment programs, do not have access to current information about the risk of sharing needles. Under the CAPEP, the Howard Brown Memorial Clinic educates gay men in the black and Hispanic communities of Chicago via "safe sex" education home parties and community presentations.

The Chicago Department of Health coordinated these individual community-based projects under a broader AIDS education initiative aimed at the Chicago public at large.

A media campaign for the city, which will be designed to complement the state's AIDS media campaign, will be implemented in early June. The CAPEP has spearheaded an AIDS Media Advisory Committee, composed of top executives from newspapers, television, and radio, which will advise the Department of Health on approaches to AIDS education using the general media in Chicago as well as the media serving specific populations: the black and Hispanic communities and the gay and lesbian community.

As a basis for its educational activities, CAPEP is currently conducting a telephone survey of 1,500 Chicago residents to determine the current attitudes, knowledge, and behaviors related to AIDS in the city.* This survey, developed by the University of Illinois' School of Public Health and Survey Research Laboratory, will provide further direction of AIDS education project and activities during CAPEP's second year. Educational video tapes for health care professionals, individuals at increased risk for HIV infection, and the general public have been designed and produced by the University of Illinois' Center for Educational Development. These three tapes and an AIDS resource manual, for Chicago area AIDS service and education providers, will soon be ready for distribution.

For more information, contact the Chicago Department of Health's AIDS Activity Office at (312)744-4312.

*Editor's Note: The telephone survey has been conducted in other parts of the state using a survey instrument similar to the one used by the CAPEP.

Information Kits



The Illinois Department of Public Health distributed more than 1,200 "AIDS: Facts for Life" information kits to media outlets, state legislators, and local and county health departments as part of AIDS Awareness Week. These packets were designed to provide basic information on AIDS to persons who come into contact with the public, and to provide local health departments with materials they could use in their own AIDS awareness activities.

The informational pamphlets contain answers to the ten most commonly asked questions about AIDS, an overview of AIDS, an AIDS self test, a glossary of AIDS terms, a synopsis of pending AIDS legislation, a history of AIDS in Illinois, a discussion of Illinois' confidentially and discrimination laws, a listing of HIV antibody counseling and testing sites, and a roster by county of local experts on AIDS.

Additional, related materials include informational posters, wallet cards and fact sheets. A newsletter and "Facts for Life" brochures also have been distributed.

All of these materials are available by contacting the AIDS Activity Section, Illinois Department of Public Health, 100 West Randolph, Chicago, IL 60601, (312) 917-4846.

AIDS Videotape

The Chicago Department of Health, in cooperation with the University of Illinois' Center for Educational Development, has produced a videotape to educate health care professionals about many issues concerning caring for AIDS patients. The video, "Even Among Professionals," places special emphasis upon the emotional stress involved in coping with AIDS from the perspectives of both the patient and the caregiver. The 23-minute VHS tape

is available in both English and Spanish for loan, free of charge, from the Chicago Department of Health. Additional videotapes designed for high-risk groups and the general public will be available soon. For more information call the Chicago Department of Health at (312)744-4312.

Integration of Risk Factor Interventions

Two reports prepared for the Office of Disease Prevention and Health Promotion address the integration of risk factor interventions. The first report identifies four issues involved in the integration of risk reduction strategies: (1) Can the strategy focus on a limited number of risk factors and still address a significant portion of the mortality, morbidity, and disability in the United States? (2) Should the strategy direct or target the interventions at limited subpopulations? (3) If there are high risk subpopulations, does targeting the subpopulation increase the efficiency or effectiveness of the intervention? (4) Is it best to address one risk factor at a time for any group of people, or should the population be offered a menu of alternatives?

In response to these questions, the authors found that: "The majority of the disease burden of the United States is caused by as few as 10 risk factors. These risk factors are present in the majority of the population, and when not present, have a high probability of appearing. Sorting the population into high-risk and low-risk subpopulation will misclassify the majority of the population, is far more costly than addressing the entire population, and destroys opportunities for social marketing interventions and social cohesion."

The second report addresses the issue of single versus multiple risk factor

interventions, raising a number of questions. The authors cite studies which attempt to answer those questions, but conclude that more systematic investigations of processes which lead to the clinic outcomes are needed.

In the meantime, they offer these guidelines: "First, the common occurrence in society of major risk factors for cardiovascular disease (and for many major adult-onset cancers) will require multiple risk factor change to occur if the health of the American people is to be significantly improved. Second, the ideal programs should generally apply education toward one risk factor at a time to avoid harmful impact due to complexity and information overload. Third, the needs of the audience or clients and the resources of the provider are both important factors that determine the choice and sequence of educational services. Fourth, transformation of a community's health practices and regulatory practices should be the ultimate goal for stable behavior changes."

Single copies of this document are available from the ODPHP Health Information Center, P.O. Box 1133, Washington, DC 20013-1133, 800-336-4797.

Health Risk Appraisal

The health risk factors associated with leading causes of death, disease, and disability in Illinois are: smoking, hypertension, poor fitness, inadequate nutrition, stress, alcohol and drug misuse, and injury related behaviors. These risk factors are in the control of the individual and are subject to lifestyle choice.

The Health Risk Appraisal (HRA) is a computer tool that can put these health risks into perspective for each person who completes a 37-item questionnaire. When each participant's

responses are entered into the computer, a printout is generated which provides several important, individualized pieces of information: the chance of dying from the ten leading causes of death when compared to others of the same age, race, and sex; how health behaviors can affect total health and life expectancy; how a person increases the chance of dying from each of the leading causes of death; and specific lifestyle recommendations to reduce health risks.

The value of the HRA comes from its ability to demonstrate how much a person increases the risk of premature death because of negative lifestyle choices and how a positive lifestyle can reduce that risk. The use of HRA provides an opportunity for people to understand the ways in which they can control their own health. It is important for health professionals to complement that opportunity by providing appropriate risk reduction programs such as smoking cessation, weight control, or stress management.

For more information or to acquire the Health Risk Appraisal computer software contact:

Bruce Steiner, M.S.
Center for Health Promotion
Illinois Department of Public Health
525 West Jefferson
Springfield, IL 62761
(217) 785-2060



Smoking

Two articles in the April, 1987, issue of the American Journal of Public Health have implications for smoking prevention and cessation programs.

In "What are the Odds that Smoking Will Kill You?," Margaret Mattson, et.al., studied the risks of death from diseases related to smoking for smokers, former smokers and non-smokers. They concluded that as many as one-third of heavy smokers will die

before age 85 of diseases related to smoking. The authors cite studies which show that many people are not aware that smoking is a major cause of heart attack; cancers of the lung, mouth, esophagus and larynx; bronchitis and emphysema. Many smokers erroneously think that their risk of dying in an accident is greater than dying of a disease caused by smoking. The data in this study helps to show that smoking is a tremendous risk.

The second article, "Cigarette Smoking and Changes in Smoking Among a Cohort of Michigan Adults, 1980-82", by John P. Kirscht, et. al., reports the results of baseline and follow-up surveys of smoking practices. In this two-year study of Michigan residents age 18 and over, the authors found that while cigarette smoking has been declining overall, there is transition in smoking status in various groups. They identified factors related to stopping smoking and to starting smoking in the two-year interval between the two surveys. Factors related to cessation of smoking included the amount smoked, number of years smoked, desire to stop and estimated difficulty in stopping. Factors related to initiation of smoking among non-smokers or former smokers were age, sex, education, occupation, belief in benefits of not smoking and length of time a former smoker had been abstinent.

Abstract:

THE VALIDITY OF HEALTH RISK APPRAISAL INSTRUMENTS FOR ASSESSING CORONARY HEART DISEASE RISK

Kevin W. Smith, M.A., et. al

This study evaluated the scoring systems employed by 41 health risk assessment instruments (HRAs) to determine the probability of death due to coronary heart disease. Validity was assessed by comparing predictions of mortality risk produced by each HRA to estimates from the Framingham Heart

Study and the Risk Factor Update Project. Correlations with both epidemiologic estimates indicated that instruments employing logistic regression or the Geller/Gesner methodology had the highest validity coefficients, while validity was lowest for self-administered general health status and lifestyle questionnaires. However, most instruments using the Geller/Gesner technique appear to systematically overestimate the probability of CHD mortality. For HRAs based on additive risk scales, validity was often attenuated by the crude categorization of some risk factors and by the omission of the effects of age in the scoring system. (Am J. Public Health, April, 1987; 77 Number 4:419-424.)



What Have You Changed Lately?

Vicky Adams, Writer/Designer
Health Education Program
Peoria City County Health Department
(PCCHD)

We all know that creativity is an essential component of health education. It's a useful tool in designing clear and memorable messages for a variety of audiences.

Creativity is equally important to a health educator's career. Educating and assisting others to change behaviors can be both challenging and frustrating. The health educator continually needs new ways in which to see and present information in order to remain fresh and enthusiastic about the job. He or she needs reserves of creativity to draw upon when "the going gets rough."

Well-known business critic and innovator Tom Peters examines the health field in a video program about managing for innovation in health services. Many of his suggestions are applicable to the health education environment. For instance:

- Innovation is basically a numbers game. The more ideas you try, the more successes you will have.
- If innovative programs are desired, the health educator must be allowed to take risks.
- You are as good as your calendar. Where you spend your time is where the results will be.
- Be prepared to change established policies and methods if you really want to create new approaches.
- When creative efforts are rewarded by the organizations others will notice and follow suit.

As Peters recommends, ask yourselves and your colleagues this one important question: "What have you changed lately?"

The video, "What Have You Changed Lately? Managing for Innovation in Health Services," is available from:

Excel/Net
Suite 6407
185 Berry Street
San Francisco, CA 94107

The tape costs \$385.00 and is available in all video formats.

School Education



Programs

Public schools offer an excellent opportunity to provide health education programs targeted to children. A successful school health program that is both beneficial in terms of teaching children positive lifestyles and in building rapport between the school system and the local health department.

While I was a health educator for a local health department, I initiated such a program for grades K-5. I began the project in July, right before the school year was to begin.

I obtained permission from the school district superintendent and discussed with him what topics, grades, and schools I intended to include in the initial phase of the program. Topics included: nutrition and the basic four food groups, hygiene, dental health, safety, physical fitness, and alcohol, drug, and tobacco use. I also included an Eye Spy program geared toward fourth graders, provided by the Illinois Society for the Prevention of Blindness. I offered to come to the schools to provide workshops or presentations.

Once the idea was approved, I compiled a mailing list of schools. I chose to begin with city grade schools, and later expanded to county grade schools. A cover letter and topic list was mailed to each principal. It was requested that they share the information with their instructors and encourage them to contact me to schedule a presentation. A tally was kept of how many presentations were given to each school and what topics were presented.

The presentations and workshops were very popular with the teachers and the students. The children were eager to learn, especially when encouraged to actively participate. I included a variety of teaching methods, including: handouts, fill-in-the-blanks, games, debates, coloring pages for the lower grades, transparencies, and always an audio-visual. Pencils and balloons were passed out at the end of the presentation. Evaluations were given to teachers and students. As a result of the evaluations, I would add or delete features of the school health program.

The first year of the program consisted of more than 100 presentations to approximately 30 different schools. The coordinator of such a program could also explore the idea of offering Wellness Weeks and Health Fairs for schools.

This program proved to be an effective way for local health departments to get into their school system. Anyone wanting more information on starting a similar school health program, please contact me.

Rhonda McGonagle, M.S.
Illinois Department of Public Health
Division of Infectious Disease
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Health Courses

Western Illinois University will be offering the following selected courses and workshops this summer at Macomb.

Organization and Administration of School Health Programs (HEAL 532).
June 8 - July 3

Seminar in Public Health - Crisis Detriments to Human Health (PH 600).
June 8 - July 3

Drug Use and Abuse - Drug Abuse in Sports and Athletics (HEAL 450G).
July 6 - July 31

Health Science Curriculum (HEAL 553).
July 6 - July 31

Scientific Concepts of Human Health (HEAL 530).
June 8 - July 17

Disease of Man (PH 410G).
June 8 - July 31

Principles of Public Health Epidemiology (PH 411G).
June 8 - July 31

Ethical Conduct and Conflict in the Health Sciences (PH 414G).
June 8 - July 31

Community Health Agencies and Programs (PH 511).
June 8 - July 31

For further information contact:

Robert J. Synovitz
Department of Health Education
Western Illinois University
402 Stipes Hall
Macomb, IL 61455
(309)298-1076
(309)298-2240

Hotline Numbers

Curious about chemicals? Want to know what's in dog soap or hairspray? The Chemical Referral Center, a public service of the Chemical Manufacturer Association, puts callers in touch with someone who has the answers. The toll-free number, on call Monday through Friday from 8 am to 9 pm EST, is: 1-800-CMA-8200. (In Washington, DC, call (202) 887-1315. Alaskans call collect.)

Missouri Hiring

The Missouri Department of Health is hiring health educators at the I, II, and III levels. Send inquiries and resumes to:

Nancy Miller, Chief
Missouri Department of Health
Office of Health Promotion
P.O. Box 570
173 East Elm Street
Jefferson City, MO 65102
(314) 751-6077.

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